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# BULKY DOCUMENT

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Proceeding No.	92057023
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Filing Date	10/06/14
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Part	3 of	5
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<b>92057023</b>
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UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

Mar 21, 2012

**NOTICE OF ABANDONMENT**

TM117

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

ATTORNEY  
REFERENCE  
NUMBER:

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SERIAL NUMBER: 85/201288  
MARK: GIOVANNI'S ALOHA SHRIMP  
APPLICANT: LuckyU Enterprises, Inc.

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THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED  
IN FULL ON 02/27/2012 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 08/24/2011 WAS RECEIVED IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) WITHIN THE SIX-MONTH  
RESPONSE PERIOD. (15 U.S.C. 1062(b); TRADEMARK RULE 2.65(a)). YOU MAY  
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**YOU CAN REQUEST REINSTATEMENT OF THE APPLICATION FOR NO FEE IF:**

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CERTIFICATE OF MAILING OR FACSIMILE TRANSMISSION, IN ACCORDANCE WITH USPTO  
RULE 2.197, 37 CFR SEC. 2.197.

**YOU MUST SUBMIT A COPY OF THE PREVIOUSLY SUBMITTED TIMELY RESPONSE  
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ALONG WITH ONE OF THE TYPES OF PROOF SET OUT ABOVE. YOU MAY FAX  
THIS INFORMATION TO 571-273-8950.**

**IF YOU DO NOT HAVE THE PROOF NECESSARY FOR REINSTATEMENT, YOU CAN  
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SYSTEM (TEAS) AVAILABLE AT <http://www.uspto.gov/teas/index.html>.  
USPTO RULE 2.66, 37 CFR SEC. 2.66, REQUIRES:**

- \* A "PETITION TO REVIVE" TO BE FILED WITHIN 2 MONTHS OF THE DATE PRINTED  
AT THE TOP OF THIS NOTICE;
- \* A SIGNED STATEMENT BY SOMEONE WITH FIRST HAND KNOWLEDGE OF THE FACTS  
THAT THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
- \* A PETITION FEE OF \$100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
- \* A RESPONSE TO THE OFFICE ACTION (IF YOU RECEIVED THE OFFICE ACTION  
- OTHERWISE, A STATEMENT THAT YOU DID NOT RECEIVE THE OFFICE ACTION.)

**FOR FURTHER INFORMATION CALL 1-800-786-9199**



**04-10-2012**

**LuckyU 001799**

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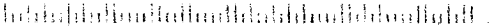
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LuckyU 001800



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Mar 21, 2012

**NOTICE OF ABANDONMENT**

TM117

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

ATTORNEY  
REFERENCE  
NUMBER:

**SERIAL NUMBER:** 85/201288  
**MARK:** GIOVANNI'S ALOHA SHRIMP  
**APPLICANT:** LuckyU Enterprises, Inc.

THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED IN FULL ON 02/27/2012 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 08/24/2011 WAS RECEIVED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) WITHIN THE SIX-MONTH RESPONSE PERIOD. (15 U.S.C. 1062(b); TRADEMARK RULE 2.65(a)). YOU MAY VIEW THE OFFICE ACTION THROUGH TRADEMARK DOCUMENT RETRIEVAL (TDR) AVAILABLE AT <http://tmportal.uspto.gov/external/portal/tow>.

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- \* YOU MAILED OR FAXED THE RESPONSE ON OR BEFORE THE DUE DATE WITH A CERTIFICATE OF MAILING OR FACSIMILE TRANSMISSION, IN ACCORDANCE WITH USPTO RULE 2.197, 37 CFR SEC. 2.197.

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**IF YOU DO NOT HAVE THE PROOF NECESSARY FOR REINSTATEMENT, YOU CAN FILE A PETITION TO REVIVE THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) AVAILABLE AT <http://www.uspto.gov/teas/index.html>. USPTO RULE 2.66, 37 CFR SEC. 2.66, REQUIRES:**

- \* A "PETITION TO REVIVE" TO BE FILED WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE;
- \* A SIGNED STATEMENT BY SOMEONE WITH FIRST HAND KNOWLEDGE OF THE FACTS THAT THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
- \* A PETITION FEE OF \$100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
- \* A RESPONSE TO THE OFFICE ACTION (IF YOU RECEIVED THE OFFICE ACTION - OTHERWISE, A STATEMENT THAT YOU DID NOT RECEIVE THE OFFICE ACTION.)

**FOR FURTHER INFORMATION CALL 1-800-786-9199**

**LuckyU 001801**



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**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85201288 - GIOVANNI'S ALOHA SHRIMP - N/A  
**Sent:** 8/24/2011 11:22:20 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85201288

**MARK:** GIOVANNI'S ALOHA SHRIMP

**\*85201288\***

**LuckyU 001802**

**CORRESPONDENT ADDRESS:**

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

**CLICK HERE TO RESPOND TO THIS LETTER:**

[http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp)

**APPLICANT:** LuckyU Enterprises, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET**

**NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

gioshrimp@aol.com

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 8/24/2011**

**LETTER OF PROTEST GRANTED**

The Office of the Deputy Commissioner for Trademark Examination Policy granted a Letter of Protest received in connection with this application. The evidence presented in the letter was forwarded to the trademark examining attorney for consideration. *See* TMEP §1715.

Based upon this evidence, the trademark examining attorney is taking further action, as specified below. *See* TMEP §1715.02(b).

In addition to the requirement in this Office action, all refusals and requirement (s) in the Office action dated March 21, 2011, are herein incorporated by reference. Therefore, a proper response to this Office action must address each issue raised in the preceding Office action as well as in this Office action.

**REFUSAL – FALSE CONNECTION**

Registration is refused because the applied-for mark GIOVANNI'S ORIGINAL WHITE SHRIMP TRUCK consists of or includes matter – the term GIOVANNI'S - which may falsely suggest a connection with John “Giovanni” Aragona. Although John “Giovanni” Aragona is not connected with the goods and/or services provided by applicant under the applied-for mark, John “Giovanni” Aragona is so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §§1203.03, 1203.03(e). *See generally* *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

**LuckyU 001803**

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity previously used by another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

*In re Peter S. Herrick, P.A.*, 91 USPQ2d 1505, 1507 (TTAB 2009); *In re MC MC S.r.l.*, 88 USPQ2d 1378, 1379 (TTAB 2008); TMEP §1203.03(e); *see also Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 1375-77, 217 USPQ 505, 508-10 (Fed. Cir. 1983) (providing foundational principles for the current four-part test used to determine the existence of a false connection).

The examiner notes the attached advertisements and articles excerpted from a search of the <http://www.google.com> website which demonstrate that Giovanni and Connie Aragona began a shrimp shack in 1994 that became one of the oldest and famous shrimp trucks in Kahuku, O'ahu known as "Giovanni's Original Shrimp Truck". See attachments. It is also noted that the applicant is located in Kahuku, Hawaii. See applicant's address. The applicant has not provided any written consent from Mr. Aragona that his name may be used in the applicant's mark. Given the popularity, fame and history of the Aragona's shrimp truck, there is a likelihood that the term "Giovanni" in the applicant's mark would be read to refer to John "Giovanni" Aragona and his original shrimp truck.

Notably, the term at issue need not be the actual, legal name of the party falsely associated with applicant's mark to be unregistrable. TMEP §1203.03(a); *see, e.g., Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429-30 (TTAB 1985) (holding the wording MARGARITAVILLE to be the persona of singer Jimmy Buffett). The term must, however, be so uniquely and unmistakably associated with the named party as to constitute that party's name or identity. TMEP §1203.03; *see, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett*, 226 USPQ at 429.

Accordingly, the mark is refused registration on the Principal Register absent consent to register from John "Giovanni" Aragona. Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

## **SECTION 2(c) REFUSAL – NAME IDENTIFIES A LIVING INDIVIDUAL**

Registration is refused because the applied-for mark consists of or includes a name, portrait, or signature identifying a particular living individual whose written consent to register the mark is not of record. Trademark Act Section 2(c), 15 U.S.C. §1052(c); TMEP §1206; *see, e.g., In re Hoefflin*, 97 USPQ2d 1174 (TTAB 2010).

The refusal under Section 2(c) will be withdrawn if applicant provides the following:

- (1) A statement that the name "GIOVANNI" shown in the mark identifies < **John "Giovanni" Aragona** >, a living individual whose consent is of record. If the name represents that of a

**LuckyU 001804**

pseudonym, stage name, title and name combination, or nickname, applicant must include a statement that “GIOVANNI” identifies the <pseudonym/stage name/title and name/nickname> of <specify actual name>, a living individual whose consent is of record; and

(2) A written consent, personally signed by the individual whose name, signature, or portrait appears in the mark, authorizing applicant to register the identifying matter as a trademark and/or service mark with the USPTO (e.g., “I, John “Giovanni” Aragona, consent to the use and registration by **LuckyU Enterprises, Inc. DBA Giovanni's Original White Shrimp Truck** of my name as a trademark and/or service mark with the USPTO”).

See TMEP §§813, 813.01(a), 1206.04(a).

Applicant is advised that the written consent must include a statement of the party’s consent to applicant’s *registration*, and not just the *use*, of the identifying matter as a trademark. See *Krause v. Krause Publ’ns, Inc.*, 76 USPQ2d 1904, 1912-13 (TTAB 2005); *In re New John Nissen Mannequins*, 227 USPQ 569, 571 (TTAB 1985); *Reed v. Bakers Eng’g & Equip. Co.*, 100 USPQ 196, 199 (PTO 1954); TMEP §1206.04(a).

### **REQUEST FOR INFORMATION**

Applicant must submit the following information to permit proper examination of the application. See 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e).

Due to the notoriety of the person named in the mark, and the fact that there is no information in the application record regarding a connection with applicant, **applicant must specify whether the person or institution named in the mark has any connection with applicant’s goods and/or services**, and if so, must describe the nature and extent of that connection. See 37 C.F.R. §2.61(b); TMEP §1203.03(e).

Failure to respond to a request for information is an additional ground for refusing registration. See *In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI P’ship LLP*, 67 USPQ2d 1699, 1701 (TTAB 2003); TMEP §814.

### **DISCLAIMER**

Applicant must disclaim the descriptive wording “**SHRIMP**” apart from the mark as shown because it merely describes an ingredient and feature of applicant’s services. See 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached to the previous office action, the applicant will find a review of the applicant’s services wherein the applicant is recognized as featuring shrimp as part of its restaurant related services. See attachments.

A term is merely descriptive if it conveys an immediate idea of the ingredients, qualities, or characteristics of the identified goods and/or services. See *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001). When used in relation to the services, the immediate idea rendered by the wording SHRIMP describes that the applicant provides shrimp as part of its restaurant services. Given the descriptive nature of the wording, it lacks source identifying significance and, thus, must be disclaimed.

**LuckyU 001805**

A “disclaimer” is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of the goods and/or services, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); see TMEP §§1209.03(f), 1213.03 et seq.

The following is the standard format used by the Office:

**No claim is made to the exclusive right to use “SHRIMP” apart from the mark as shown.**

TMEP §1213.08(a)(i); see *In re Owatonna Tool Co.*, 231 USPQ 493 (Comm’r Pats. 1983).

### **SPECIMEN**

The specimen is not acceptable because it is merely a photocopy of the drawing or a picture or rendering of the applied-for mark; it does not show the applied-for mark in actual use in commerce. See 37 C.F.R. §2.56(c); TMEP §§904.04(a), 904.07(a). Trademark Act Section 45 requires use of the mark “in the sale or advertising of services.” 15 U.S.C. §1127; see 37 C.F.R. §2.56(b)(2); TMEP §1301.04.

An application based on Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each class of services. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Therefore, applicant must submit the following:

- (1) A substitute specimen showing the mark in use in commerce for each class of services specified in the application; and
- (2) The following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**The substitute specimen was in use in commerce at least as early as the filing date of the application.**” 37 C.F.R. §2.59(a); TMEP §904.05; see 37 C.F.R. §2.193(e)(1). If submitting a substitute specimen requires an amendment to the dates of use, applicant must also verify the amended dates. 37 C.F.R. §2.71(c); TMEP §904.05.

Examples of specimens for services are signs, photographs, brochures, website printouts or advertisements that show the mark used in the actual sale or advertising of the services. See TMEP §1301.04 et seq.

If applicant cannot satisfy the above requirements, applicant may amend the application from a use in commerce basis under Section 1(a) to an intent to use basis under Section 1(b), for which no specimen is required. See TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use with a proper specimen. See 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP §1103.

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant has had a bona fide intention to use the mark in commerce on or in connection with the services listed in the application as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); see 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

**LuckyU 001806**

Pending receipt of a proper response, registration is refused because the specimen does not show the applied-for mark in use in commerce as a service mark. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

PLEASE NOTE:

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §2.191; TMEP §§709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: skye.young@uspto.gov

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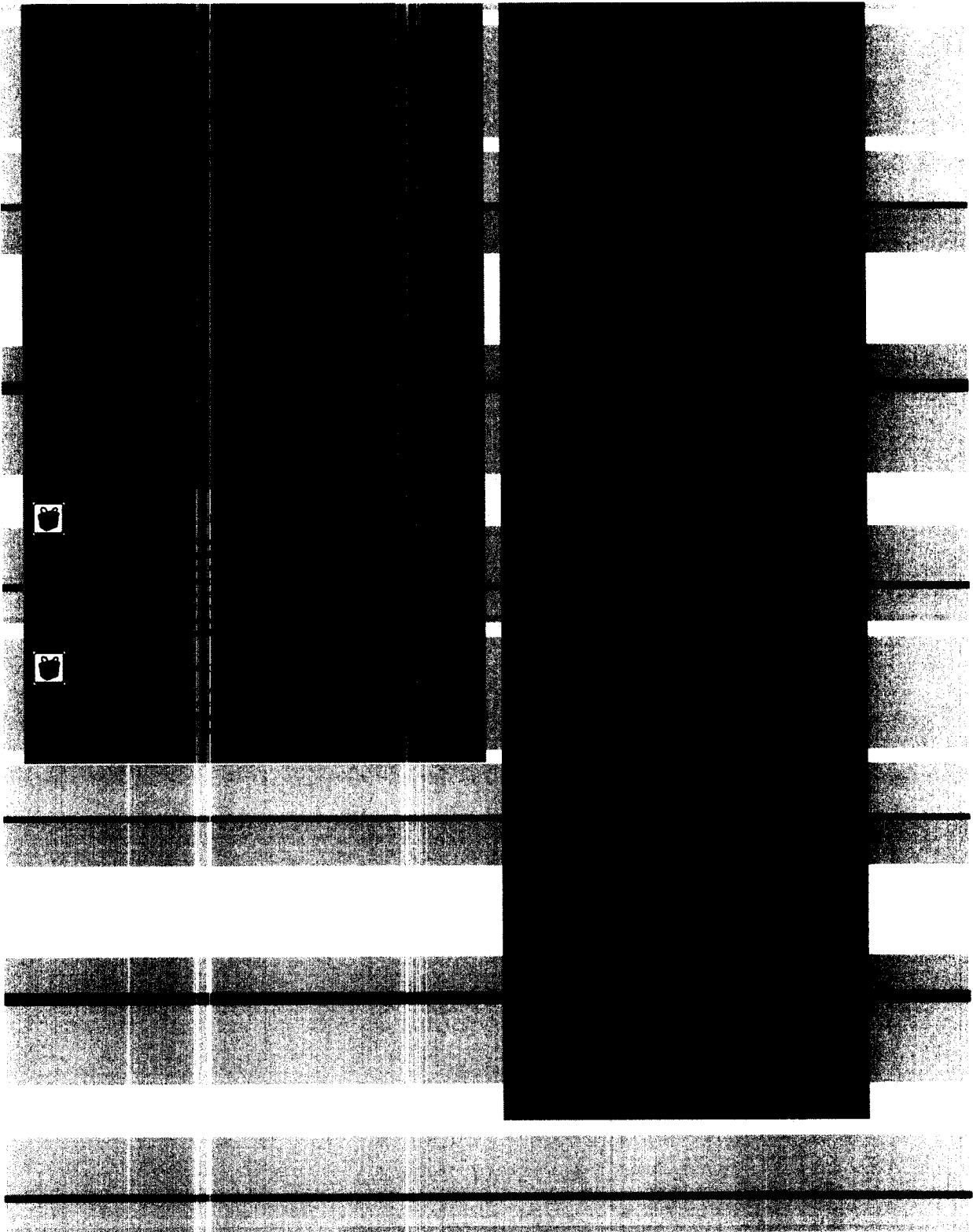
**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

**LuckyU 001807**



LuckyU 001808



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SHRIMP SHACKS

NO DRIVE TO THE NORTH SHORE is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahalu'u to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dishes. Italian

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is an arm



**Fodor's Hawaii 2010**
edited by Linda Cabasin, Rachel Klein, Jess Moss, Amanda Theunissen



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### Shrimp Shacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahala'u to Kahuku. For under \$12, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—


Though it has changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least a half-dozen stands, trucks, or stalls are operating at any given time, with varying menus (and quality).




Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut are two of the largest purveyors.

Fodor's Oahu, 2nd Edition: With Honolulu, Waikiki, and the North Shore



By Rachel Kle






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Shrimp Snacks

# Shrimp Snacks

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## Shrimp Snacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Haleiwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—from a truck alongside the road. About the same time, aquaculture was gaining a foothold in nearby Kahuku, with farmers raising sweet, white shrimp and huge, orange-whiskered prawns in shallow freshwater ponds. The ready supply and the success of the first shrimp truck led to many imitators.

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the longest-running aquaculture farms in the area; they sell live shrimp and prawns and farm-raised fish along with excellent plate lunches. The pan-fried shrimp and buttery, locally-raised corn from the bright-yellow Shrimp Shack, parked at The Ching Store on Kamehameha Highway in Punaluu, is first-rate, too.

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### Oahu's North Shore Shrimp Trucks

When you're driving around the island of Oahu, you won't want to miss picking up a delicious shrimp lunch at one of the shrimp trucks parked near Kahuku on Oahu's north shore. There are also several roadside stands in this area where fresh cooked shrimp are sold.

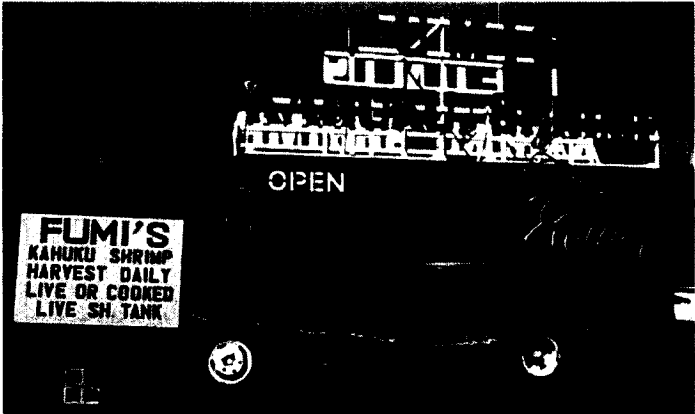
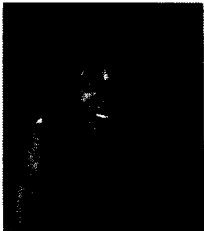


Photo Credit: Kathleen Walling Fry

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Most of the shrimp trucks on Oahu's north shore are located near the town of Kahuku, which is a well-known shrimp aquaculture area, but you will also find shrimp for sale in several other places along the road between Kualoa and Hale'iwa.

Shrimp plates are ordered at the windows of these shrimp trucks, and it is ususally served with two scoops of rice, and sometimes macaroni salad, a green salad, pineapple slices, and/or a lemon slice. Plain unadorned shrimp is available, but the most popular shrimp plates have garlic, lemon butter, hot and spicy, sweet and spicy, or a soy-based sauce. The last time I ate at a shrimp truck the prices were about \$10-12 USD per plate.



Editor [Kathie Fry](#)

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The shrimp served at these tricks is delicious, but it is also unpeeled, sometimes unveined, and very messy to eat. Be sure pick up plenty of napkins. Some of the shrimp truck locations have covered picnic tables with hawaiian music is playing.

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### The Shrimp Trucks

**Blue Water Shrimp**  
This is one of newest shrimp trucks on Oahu's north shore, and it is one of the trucks that participated in the Turtle Bay Resorts 2005 "Battle of the North Shore Shrimp Trucks". Their shrimp plates come with a salad sprinkled with goat cheese and they have several non-shrimp items on their menu.

**Famous Kahuku Shrimp Truck**  
This shrimp truck is usually parked in Kahuku, and they offer shrimp with lemon sauce, spicy sauce, and a sweet black pepper sauce. Their menu includes several non-shrimp items.


- [Review of Two North Shore Shrimp Trucks](#)

**Fumi's Kahuku Shrimp and Seafood**  
Fumi's brightly painted "Hawaiian sunset" shrimp truck is impossible to miss, and their shrimp plates are simple but delicious. They offer garlic sauce, lemon butter sauce, and a spicy sauce, and plates are served with two scoops of rice, fresh pineapple slices, and a green salad. I have heard that service at some trucks is not friendly, but the people at Fumi's were very and smiling the last time I was there. Fumi's is one of the shrimp trucks that participated in the Turtle Bay Resorts 2005 battle of the North Shore Shrimp Trucks.

- [Photos of Fumi's Kahuku Shrimp Truck](#)

**Giovanni's Shrimp Truck**  
Giovanni's graffiti-covered white shrimp truck is the oldest and one of the best known shrimp trucks on Oahu's north shore. They usually parked in Kahuku and Hale'iwa. They are most famous for their garlic shrimp that has large chunks of garlic in the sauce, but they also offer lemon butter and spicy sauces.

- [Giovanni's Aloha Shrimp Truck](#) (Ono Kine Grindz)
- [Review of Two North Shore Shrimp Trucks](#) (Reiki Aloha)
- [Secrets of Hawaii: Giovanni's Shrimp Truck](#) (Port Aloha)
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**Macky's Kahuku Sweet Shrimp** This shrimp truck is owned by Macky Chen's Chen-Lu Shrimp Farm. Plates come with two scoops of rice, a pineapple slice, a piece of sweet potato, and a green salad. Macky's was the winner of the 2005 Battle of the Northshore Shrimp Trucks" contest that was part of the Turtle Bay Resort's first annual Seafood Festival. The winning shrimp recipe was suppose to be added to the menu at the Turtle Bay Resort, but I have not been able to find out which of Macky's sauces won the competition. Does anybody know? (please send email to hawaiitravelnewsletter@gmail.com).

**Romy's Kahuku Prawns and Shrimp Hut**  
The owners of this roadside shrimp stand at 56-781 Kamehameha Highway in Kahuku use shrimp from their own aquaculture farm, and they offer the standard garlic and spicy sauces, and also a special asian-style house sauce that includes soy sauce and chile sauce. Their menu includes several non-shrimp items.

**The Shrimp Shack**  
The Shrimp Shack is a bright yellow shrimp truck that is usually parked near Kaya's Store in Punalu'u. Their menu includes shrimp with either garlic sauce or cocktail sauce, and several other items. I have heard that the Shrimp Shack does not use Kahuku shrimp, but instead prefers to use Kauai shrimp.

- Honolulu Star Bulletin Shrimp Shack Article
- 101 Things to Do Shrimp Shack Article

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**The Kahuku Shrimp Truck Scandal**  
In August 2001, 46 year old Connie Aragona was charged with robbery, extortion, and kidnapping because of her efforts to take over Troy Nistche's lucrative north shore shrimp truck business at gunpoint. See also:

- The Grass Skirt Grill in Haleiwa
- More Haleiwa North Shore Oahu Restaurants
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## Rally eats eclectic treats




- Story

Rally eats eclectic treats

Lori Myrland, Journal Staff Writer Rapid City Journal | Posted: Sunday, August 5, 2001 11:00 pm

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[Buy this photo](#) Dick Kettlewell Erin Gray of Rapid City brings out a huge shrimp cocktail at Giovanni's Aloha Shrimp booth in Sturgis. Gray is a recent graduate of the University of South Dakota with majors in

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business and mass communications. (Journal photo by Dick Kettlewell)

STURGIS - If you hear a rumble at the rally and it doesn't seem to be coming from the bikes, it might be your stomach.

You won't have to look far in downtown Sturgis to find the usual variety of fare, including everything from Rocky Mountain oysters to sweet potatoes, funnel cakes to spiral fries. But in a place seemingly maxed out with food booths, new vendors try their best to stand out by offering something unique.

There's Hawaiian shrimp cooked Italian-style, German sausage and sauerkraut from Idaho and - hard as this may be to believe - healthful food at a booth set up by a Martin woman.

On Monday, few vendors - food or otherwise - were reporting brisk sales, with crowds noticeably smaller than in the past two years. One-dollar bottles of water seemed to be selling as fast as anything in the

98-degree heat, but it was only the first day of the rally, and plenty of motorcycles still were streaming in from Interstate 90. Fresh-squeezed lemonade, available at several stands, also was popular.

Light rain that fell a couple of times in the afternoon cooled things off for a short time and caused some rallygoers to seek shelter under vendor canopies. Still, Sarah Thornton of Sturgis, working at an espresso booth on Main Street, said she was selling a lot more iced coffee than hot.

One place where business was lively was the Wrigley Field Bar and Grill off Exit 30. File gumbo, made with chicken, sausage and rice, was a popular seller at \$4 per bowl.

Demo rides of the new Harley-Davidson V-Rod performance cruiser were popular nearby, and plenty of people were stopping in for a bowl of the hot and spicy dish from Louisiana. Unlike downtown, there are fewer places in that part of town to get a meal.

Downtown, Connie Aragona brought 10,000 pounds of jumbo shrimp to the rally to introduce her award-winning product - also hot and spicy - to the mainland. "I need to sell them all by Sunday," said Aragona, who has sold Giovanni's Aloha Shrimp from a truck on Oahu's North Shore since 1994. She sells 6,000 pounds of shrimp a month, cooked to order.

Her 1951 Ford truck has become a landmark there, and Aragona and two business partners hope to market their garlic marinade and hot sauce on the mainland.

The shrimp scampi she's selling at the rally is marinated in chopped garlic, olive oil, lemon, butter and white wine, then sauteed, giving it a strong flavor. It's served on a bed of steamed rice with roasted garlic on top. Hot sauce, made using a recipe from Aragona's great-great-grandparents, is optional. The marinade is a recipe Aragona got from her ex-mother-in-law, a native of Naples. Giovanni is Aragona's ex-husband.

Aragona rides a Harley in Hawaii and had always heard about the Sturgis rally. She decided to launch her product's mainland debut here and already is planning to return next year.

A native of Mozambique who is of Portuguese descent, this is Aragona's first time in the Midwest and her





O'ahu - Kahuku: Giovanni's Shrimp Truck ...

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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi**

Giovanni's Shrimp Truck, a graffiti-covered white shrimp truck, is the oldest and one of the best known shrimp trucks on O'ahu's north shore. Usually parked off Kamehameha Highway just past Puuuluana Street in Kahuku, Giovanni's is famous for their shrimp scampi, but also serve a hot and spicy shrimp and a lemon and butter shrimp. Started in 1993 by the Aragona family, Giovanni's was sold to Troy Nitsche in 1997. Giovanni's sells an average of 400 plates of shrimp a day.

## Comments and faves

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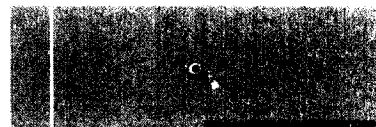
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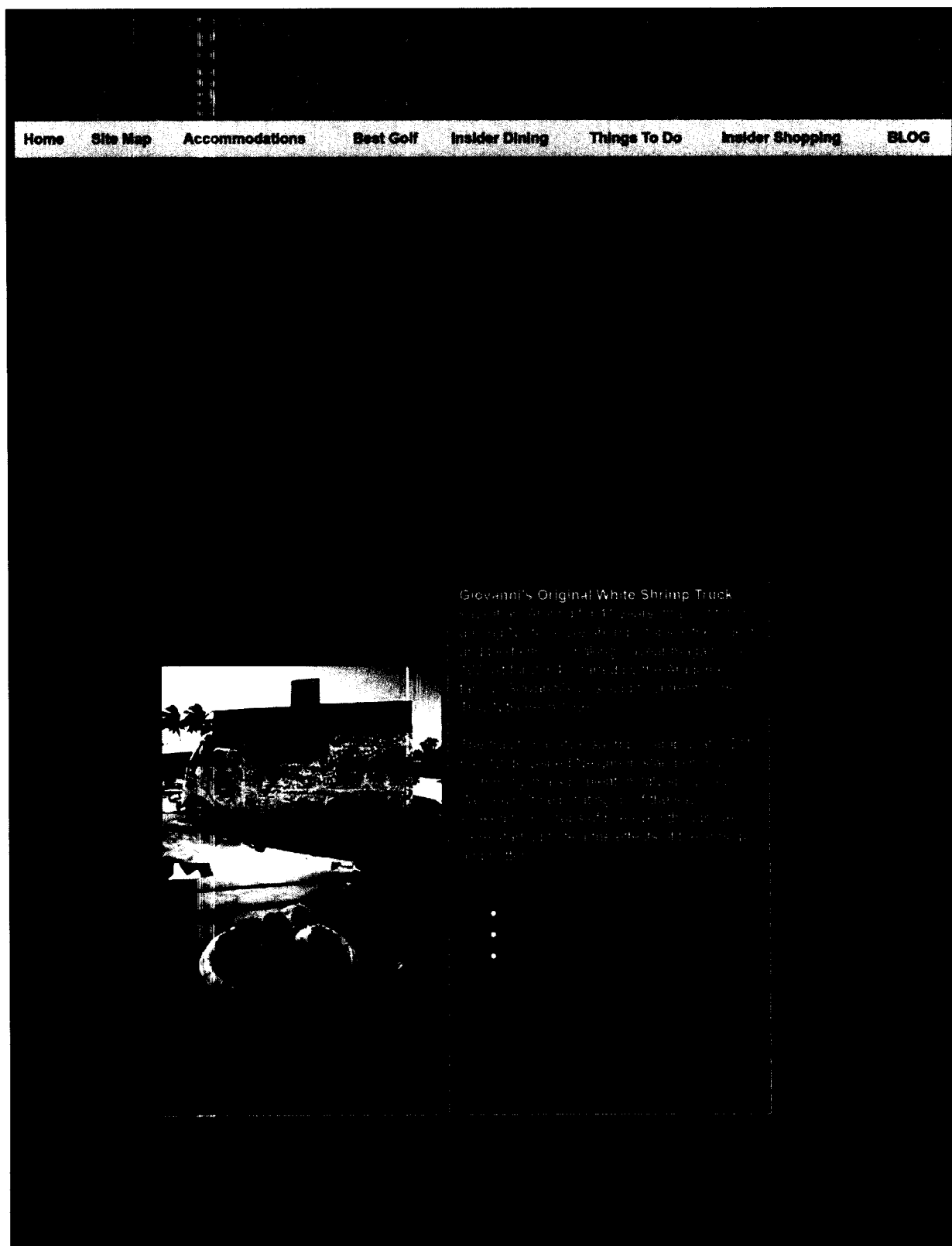
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As you walk along the shrimp shack in Honolulu, the easiest and most interesting thing to do is to look at the items on display. The items are arranged in a way that is both interesting and informative. The items are arranged in a way that is both interesting and informative.

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Giovanni's Famous White truck shrimp sauce

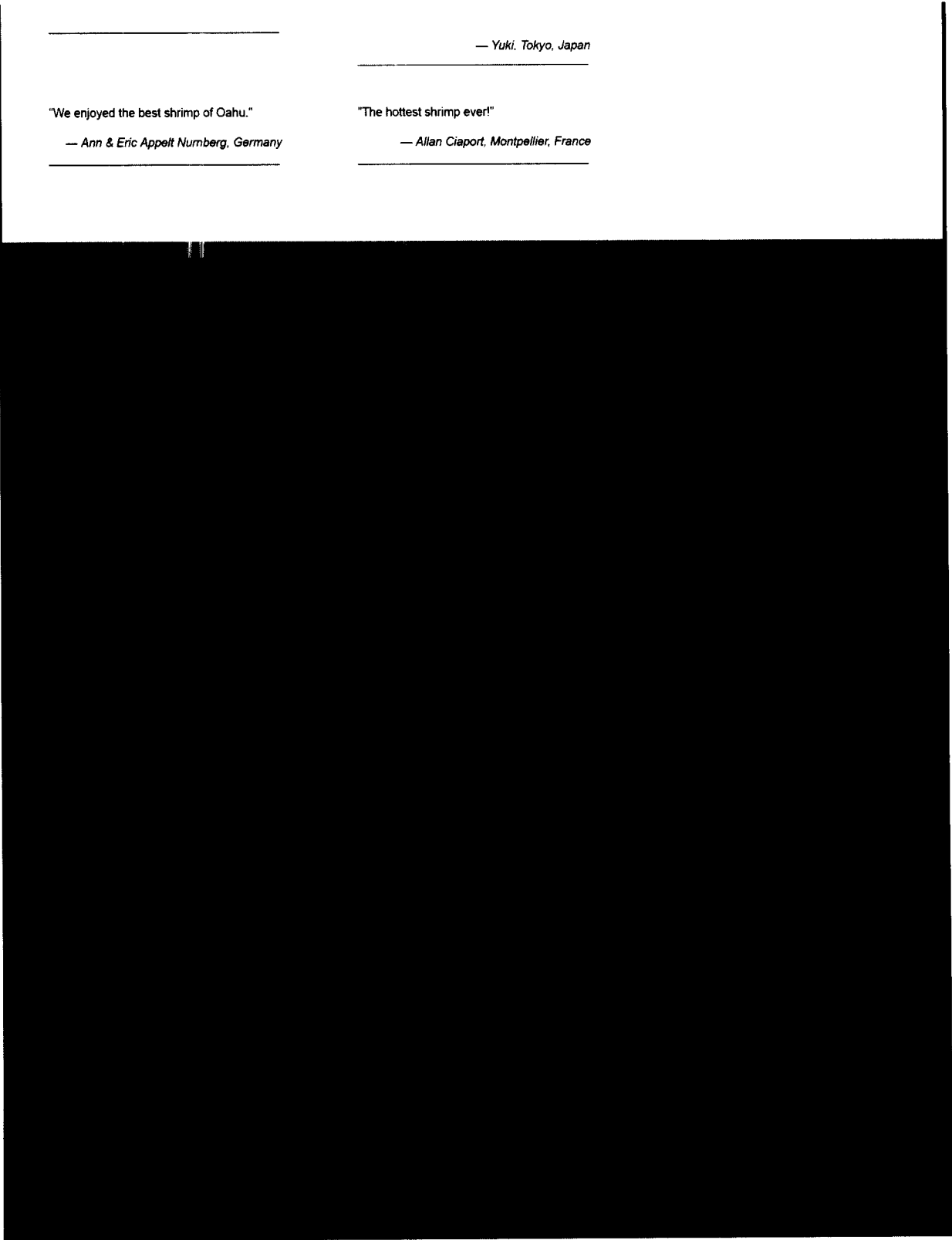
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# What's a drive in the country without shrimp?

*Editor's note: Today we introduce our new restaurant critic, Helen Wu, a graduate of the University of Hawai'i (Asian studies) and of the Kapi'olani Community College culinary arts program, where she received outstanding- student and culinary-excellence awards, and also wrote for Kapio, the student journal. Wu wrote for The Advertiser while in school, as well.*

By Helen Wu  
Advertiser Restaurant Critic

No drive to the North Shore is complete without a meal at one of the shrimp stands that have sprouted along the highway as a result of the development of aquaculture farms here. These are now are some of the most recognized dining spots in an area of the island not known for food.

My mission was to compare and contrast the shrimp shacks, and I brought my mother (a self-professed shrimp fanatic who can suck in a whole shrimp, head and all, and just spit out the shell). During two forays, we tried garlic butter scampi-style shrimp plates at a half-dozen spots. One caution: Shrimp shacks come and go, and hours vary. Be flexible.

## Shrimp Shack

Bright banana-yellow Shrimp Shack in Punalu'u is the cleanest and quaintest shrimp stop. Owner Irene Theofanis has operated it for six years and was featured on a Food Network special called "Beach Eats." Theofanis uses Kaua'i shrimp and believes they are cleaner because of their special diet and a well-controlled environment in plastic-lined pens with recirculated water.

The quarter-pound of pan-fried garlic shrimp (at \$9.75, the least expensive plate) equaled 12 pieces and arrived with rice and a choice of homemade cocktail sauce or garlic butter on the side. The shrimp packed just a bit of spicy heat, tasting as if they had been saut'ed in a dry spice rub and lightly salted. Wash it all down with a liliko'i float (\$1.75) or a cold beer from Kaya's next door.

**Also on the menu:** snow crab legs (\$12.75); mussels (\$8.25); chili rice (\$3.50); hot dog (\$2); Kahuku corn on a stick (\$2).

**Ambience:** 11 shaded wooden picnic tables on a manicured lawn. Hawaiian music wafts in the background.

## Giovanni's Original White Shrimp Truck

The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore shrimp stops is the oldest and best known, making Saveur magazine's 100 list for 2004. Started by the Aragona family, Giovanni's was sold to current owner Troy Nitsche in 1997. By the time you read this, a new, modernized shrimp truck will have replaced the old one in Kahuku. New graffiti already are beginning to decorate it.

The traditional-style shrimp scampi plate (\$11) had 12 de-veined Neighbor Island shrimps swimming in a succulent, mildly spicy sauce. We couldn't help eating all of the sauce-soaked two scoops of rice even though we were starting to feel the effects of the shrimp and butter. Lots of garlic chunks in the sauce and a huge lemon wedge offer extra flavor. It's easy to see why Giovanni's sells an average of 400 plates a day.

**Also on the menu:** hot and spicy and lemon butter saut'ed shrimp. Half plates, \$6.

**Ambience:** at Kahuku location, six shaded plastic picnic tables set on gravel with requisite Hawaiian music. The Hale'iwa site offers three tables but no shade.


## Famous Kahuku Shrimp Truck

The Famous Kahuku Shrimp Truck is nearly a twin of Giovanni's but with an Asian spin. Owner





At Romy's Kahuku Prawns & Shrimp Hut, after the big crustaceans are put on the plate, a sauce loaded with saut'ed garlic chunks is ladled on. The shrimp and prawns are harvested daily from ponds.  
Deborah Booker • The Honolulu Advertiser

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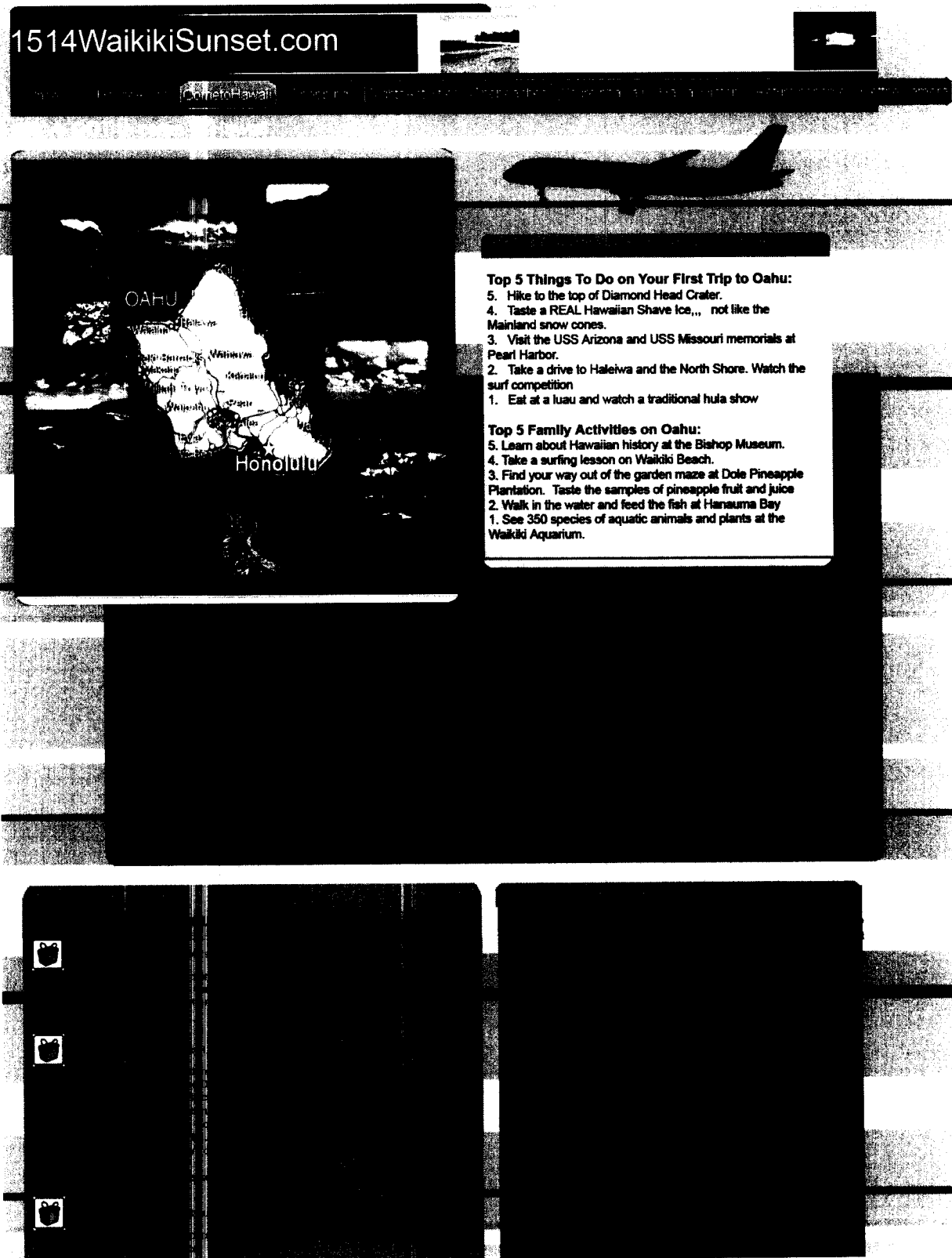
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**Subject:** U.S. TRADEMARK APPLICATION NO. 85201288 - GIOVANNI'S ALOHA SHRIMP - N/A  
**Sent:** 8/24/2011 11:22:21 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:**

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**1. Read** the Office letter by clicking on this **link** **OR** go to **<http://tmportal.uspto.gov/external/portal/tow>** and enter your serial number to **access** the Office letter.

**PLEASE NOTE:** The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

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**3. Contact** the examining attorney who reviewed your application with any questions about the content of the office letter:

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: [skye.young@uspto.gov](mailto:skye.young@uspto.gov)

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## LETTER OF PROTEST MEMORANDUM

DATE: August 15, 2011

TO: Skye Young  
Examining Attorney  
Law Office 117

FROM: Jennifer Chicoski  
Office of the Deputy Commissioner for  
Trademark Examination Policy

SUBJECT: Letter of protest concerning Application Serial No. 85-201288 for the mark "GIOVANNI'S ALOHA SHRIMP" for "Providing of food and drink; Providing of food and drink via a mobile truck; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Serving food and drinks" in International Class 43.

A letter of protest filed before publication has been accepted because the evidence submitted by the protester is relevant and may support a reasonable ground for refusal appropriate in *ex parte* examination. Therefore, you must consider the following and make an independent determination whether to issue a requirement or refusal based on the objections raised in the letter of protest:

Possible false suggestion of a connection with John "Giovanni" Aragona under Section 2(a), 15 U.S.C. §1052(a), and/or lack of consent of John "Giovanni" Aragona under Section 2(c), 15 U.S.C. §1052(c).

Please see the attached evidence of Mr. Aragona's mobile shrimp truck "Giovanni's Original Shrimp Truck" and menu items sold under the name "Giovanni's Aloha Shrimp."

*NOTE: The acceptance of a letter of protest filed before publication is not a legal determination by the USPTO of registrability, nor is it meant to compromise the integrity of the ex parte examination process. It merely serves to bring the submitted evidence to the attention of the examining attorney, who determines whether a refusal or requirement should be raised or ultimately made final.*

**LuckyU 001832**



giovanni aloha shrimp "Aragona"

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**Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...**  
Aug 24, 2001 ... The owner of **Giovanni's Aloha Shrimp** Wagon says he was ... of the **Giovanni's Aloha Shrimp** Wagon in Kahuku from **Aragona** and her husband in ...  
archives.starbulletin.com/2001/08/24/news/story2.html - Cached - Similar

**honoluluadvertiser.com**  
Aug 24, 2001 ... According to the affidavit, **Aragona** met with Nistche at **Giovanni's Aloha Shrimp** on Waihona Street on Sunday and demanded that he sell back ...  
the.honoluluadvertiser.com/article/2001/Aug/24/in/ln17a.html - Cached

**honoluluadvertiser.com**  
Aug 23, 2003 ... The former owner of the popular **Giovanni's Aloha Shrimp** ...  
the.honoluluadvertiser.com/article/2003/Aug/23/.../ln10a.html - Cached - Similar

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**'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
According to the Hawaii DCCA website, **Giovanni's Aloha Shrimp**, LLC is owned by Connie **Aragona** and James Goodrich. BTW...thanks for the link to the pipiri ...  
onokinegrindz.typepad.com/ono\_kine.../giovannis\_shrim.html?cid... - Cached

**Shrimp Trucks of Oahu's North Shore**  
**Giovanni's Aloha Shrimp** Truck (Ono Kine Grindz); Review of Two North Shore Shrimp ... In August 2001, 46 year old Connie **Aragona** was charged with robbery, ...  
www.hawaiiforvisitors.com/oahu/.../kahuku-shrimp-trucks.htm - Cached - Similar

**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi | Flickr ...**  
Started in 1993 by the **Aragona** family, **Giovanni's** was sold to Troy Nitsche in 1997. **Giovanni's** sells an average of 400 plates of **shrimp** a day. ...  
www.flickr.com/photos/wallyg/4773177246/ - Cached

**O'ahu - Kahuku: Giovanni's Shrimp Truck | Flickr - Photo Sharing!**  
May 25, 2010 ... Started in 1993 by the **Aragona** family, **Giovanni's** was sold ...  
www.flickr.com/photos/wallyg/4772537885/ - Cached

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**Rally eats eclectic treats**  
7 posts - Last post: Aug 5, 2001  
"I need to sell them all by Sunday," said **Aragona**, who has sold **Giovanni's Aloha Shrimp** from a truck on Oahu's North Shore since 1994. ...  
www.rapidcityjournal.com/article\_e40ebd3a-996e-5fd1-b1ac-e81150e53985.html

**HECO > Pasta Dessert (Aletria)**  
Pasta Dessert (Aletria). Demonstrated by: Connie **Aragona** of **Giovanni's Aloha** Foods and Portuguese Pioneer Civic Association ...  
www.mauielectric.com/.../menuitem.33c4127d7938fd26dce8d210c510b1ca/?... - Cached

**Fiery Foods and Barbecue SuperSite - Hawaii: Honolulu Heat**  
There I had a lunch of spicy **shrimp** out of **Giovanni's Shrimp** Truck. It turns out that Portuguese owner Connie **Aragona** is from Mozambique, Africa, ...  
www.fiery-foods.com/chiles.../1953-hawaii-honolulu-heat - Cached - Similar



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- Giovanni's Aloha Shrimp Truck - Haleiwa, HI

151 Reviews of Giovanni's Aloha Shrimp Truck "giovanni's definitely has good shrimp. better than shrimp shack, imo. the shrimp they serve is really fresh ..."

www.yelp.com › Restaurants › Seafood - Cached
- Giovanni's Aloha Shrimp - Phoa, HI

9 Reviews of Giovanni's Aloha Shrimp "You want plump and tasty shrimp ..."

www.yelp.com › Restaurants › Seafood - Cached

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- Giovanni's Aloha Shrimp | Restaurant, | Places to Eat in Oahu ...

Read reviews and learn more about Giovanni's Aloha Shrimp and other in Oahu, Hawaii. Travel at Disney Family.com makes vacation planning easy – just pack ...

family.go.com/...to.../poi-413406-giovanni-s-aloha-shrimp/ - Cached - Similar
- Secrets of Hawaii- Lanikai and Kailua Beach

The Governor's Mansion · Manoa Falls · Lyon Arboretum · Round Top Dr/ Tantalus · Foster Gardens · Moanalua Gardens · Aloha Tower and Marketplace ...

www.portaloha.com/SecretsOfHawaii/KailuaBeach.htm - Cached - Similar
- Giovanni's Aloha Shrimp - Kahuku, Hawaii - Yahoo! Travel

8 reviews

Giovanni's Aloha Shrimp, Kahuku - find photos, descriptions, maps, reviews, and expert advice on Yahoo! Travel.

travel.yahoo.com › ... › Oahu › Kahuku › Kahuku Restaurants - Cached - Similar
- 'Ono Kine Grindz: Giovanni's Aloha Shrimp

May 31, 2004 ... Giovanni's Aloha Shrimp Today was a wonderful day to take a drive to the North Shore. Why? Because it was a holiday and I didn't have to go ...

onokinegrindz.typepad.com/ono.../giovannis\_shrim.html - Cached - Similar
- Giovanni's Aloha Shrimp

Giovanni's Aloha Shrimp in Pahoa is the first sit-down Giovanni's location and the third in the state of Hawaii.

www.tasteofaloha.com/restaurants/giovannis+aloha+shrimp - Cached
- Giovanni's Aloha Shrimp #2 | Flickr - Photo Sharing!

Roadside shrimp stands such as these are an institution on the north shore of O'ahu.

Giovanni's in Kahaku sells an average of 400 plates a day, each with 12 ...

www.flickr.com/photos/78792726@N00/2654071207/ - Cached
- Giovanni's Aloha Shrimp | North Shore, Kahuku | Hawaii Restaurants ...

May 15, 2011 ... Hawaii Restaurants and Dining Guide for the island of Oahu. Find every place to eat from Hole in the walls to Fine Dining Restaurants.

eatouthawaii.com/restaurant.php?res\_id=1115&area\_id=10 - Cached
- Giovanni's Aloha Shrimp Restaurant Reviews and Tips - Kahuku

Find 3 reviews on Giovanni's Aloha Shrimp Kahuku restaurant on Gogobot. Average rating is 5/5. "Giovanni's is the best shrimp truck on all of Oahu.

www.gogobot.com/giovannis\_aloha\_shrimp-kahuku-restaurant - Cached

- Searches related to giovanni aloha shrimp
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- **Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...**  
Aug 24, 2001 ... On Sunday, police said **Aragona** met with Nistche at **Giovanni's** Aloha ... is a fixture on the North Shore and its **hot sauce** for shrimp won a ...  
archives.starbulletin.com/2001/08/24/news/story2.html - Cached - Similar
- 'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
i love the **giovanni's hot** and spicy **sauce**. but i live in arizona and have ... **Giovanni's** Aloha Shrimp, LLC is owned by Connie **Aragona** and James Goodrich. ...  
onokinegrindz.typepad.com/ono\_kine.../giovannis\_shrim.html?cid... - Cached
- Fans of Giovanni's Original White Shrimp Truck Kahuku, HI ...**  
Sign UpFans of **Giovanni's** Original White Shrimp Truck Kahuku, .... i miss being able to buy bottles of the **hot sauce** after the **Aragona's** had their problems. ...  
www.facebook.com/group.php?gid=52088961043&v=wall
- Rally eats eclectic treats**  
7 posts - Last post: Aug 5, 2001  
**Hot sauce**, made using a recipe from **Aragona's** ... **Giovanni** is **Aragona's** ex-husband.  
**Aragona** rides a Harley in Hawaii and had always heard ...  
www.rapidcityjournal.com/article\_e40ebd3a-996e-5fd1-b1ac-e81150e53985.html
- What's a drive in the country without shrimp? - Honolulu Advertiser**  
Sep 24, 2004 ... Started by the **Aragona** family, **Giovanni's** was sold to current owner Troy Nitsche in ... with either a garlic glaze or sweet and **hot sauce**. ...  
the.honoluluadvertiser.com/article/2004/Sep/24/.../en12a.html - Cached - Similar
- Fiery Foods and Barbecue SuperSite - Hawaii: Honolulu Heat**  
I pushed on and went to the **hot sauces**. I was incinerated by a shot of North Shore's ... There I had a lunch of spicy shrimp out of **Giovanni's** Shrimp Truck. It turns out that Portuguese owner Connie **Aragona** is from Mozambique, Africa, ...  
www.fierly-foods.com/chiles.../1953-hawaii-honolulu-heat - Cached - Similar
- Shrimp Trucks of Oahu's North Shore**  
... lemon butter, **hot** and spicy, sweet and spicy, or a soy-based **sauce**. ... **Giovanni's** graffiti-covered white shrimp truck is the oldest and one of the best known ... of garlic in the **sauce**, but they also offer lemon butter and spicy **saucas**. ... In August 2001, 46 year old Connie **Aragona** was charged with robbery, ...  
www.hawaiiiforvisitors.com/oahu/.../kahuku-shrimp-trucks.htm - Cached - Similar
- Banquets**  
River fish a la dodine [a sauce of almond meal, garlic and egg] , savoury rice, a bourrey [stew] with **hot sauce** and eels reversed [yet ... The Wedding Banquet of the Marquis Trivulzio with Beatrice d'Avalos d'**Aragona**, Milan, 1488. ...  
www.sca.org/au/st\_florians/university/library/.../banquets.htm - Cached
- The Italian Food Guide: The Ultimate Guide to the Regional Foods ... - Google Books Result**  
Touring Club of Italy - 2002 - Cooking - 562 pages  
... **sauce**) and the tortine caide di mela annurca (**hot** annwrca apple cakes), ... 10  
-0817646016 MNIH aRa Ferrovia j\* via Alfonso d'**Aragona** 2 1 • 0815538525 ...  
books.google.com/books?isbn=8836525385...
- Choosing The Best Gifts For Men Virginia Beach VA - Virginia Beach ...**  
345 **Aragona** Boulevard Virginia Beach, VA. Data Provided by: ... bottle opener, a vacation to Las Vegas, **hot sauce** of the month clubs, custom bobble head, ...  
articles.directorym.com/Choosing\_The\_Best\_Gifts\_For\_Men\_Virginia\_Beach\_VA-r992770-Vrginia\_Beach\_VA.html - Cached

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www.facebook.com/...Giovanni...hot-sauce/165862110114402 - Cached

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Chef Giovanni: Personal chef / cooking lessons / hot sauce The product was distributed to North Carolina, South Carolina, Alabama, Florida, New Jersey, ...  
www.facebook.com/...Giovanni...hot-sauce/165862110114402?\_... - Cached

**TASTE OF HAWAII: GIOVANNI'S ORIGINAL SHRIMP TRUCK - AT HOME**

Apr 8, 2011 ... Well, we always buy a few containers of the hot sauce every time we go to Giovanni's. With the sauce in hand, my wife cooks the shrimp to ...  
greateatshawaii.blogspot.com/...giovannis-original-shrimp-truck-at-home.html - Cached

**2003 > Giovanni's Aloha Foods, LLC 18-Sep-03**

Oct 27, 2009 ... FDA analysis of a sample (# 188982) collected from your firm on February 21, 2003, confirmed that Giovanni's Hot Sauce contains sodium ...  
www.fda.gov > ... Enforcement Actions > Warning Letters - Cached

**Giovanni's [Archive] - HawaiiThreads.com**

14 posts - 5 authors - Last post: May 10, 2008  
Friends: Does any one have any idea how I can buy a bottle of Giovanni's hot and spicy sauce and have it mailed to me? ...  
www.hawaiithreads.com > ... Ka Nohona > Kaukau Komer - Cached

**Personal Chef - Chef Giovanni: Personal Chef -- Lessons -- Hot ...**

I also offer a full line of all-natural crushed-pepper hot sauces under my Chef Giovanni brand! Whether or not you're a hot-sauce lover, you'll love my hot ...  
www.thumbtack.com > New York - Cached

**K&N Sponsored Giovanni Scelzi Wins First Time Out in the ...**

So far this year the win total for Giovanni "Hot Sauce" Scelzi stands at 17 - that's the Jr. Sprint and now Restricted 600 Class combined. ...  
www.knfilters.com/news/news.aspx?ID=2633 - Cached

**Chef Giovanni - Home**

Chef Giovanni will be selling his All-Natural Crushed-Pepper Sauces, Hot Sauces, and Marcona almonds, as well as promoting his other services, ...  
chefgiovanni.vpweb.com/ - Cached - Similar

**Hot Cooker With Aria Giovanni-Tomato Sauce**

7 min - Feb 9, 2009 - Uploaded by aliidrus83  
tinyurl.com - Get all recipies that you want here  
www.youtube.com/watch?v=3YvoLiVhL8

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**Menu - Giovanni's Pizza**

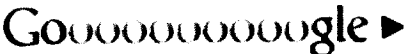
Steaming hot spaghetti topped with Giovanni's delicious meat sauce, covered with two kinds of cheese and then baked. Served with your choice of garlic bread ...  
giovannispizzapower.com/menu.htm - Cached

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**Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...**  
Aug 24, 2001 ... "Giovannis' Aloha Shrimp Truck" at Kahuku. They sell ... **Aragona** later went to the **shrimp truck** and demanded the cash box from one of the ...  
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**Shrimp Trucks of Oahu's North Shore**  
**Giovanni's** graffiti-covered white **shrimp truck** is the oldest and one of the best ... In August 2001, 46 year old **Connie Aragona** was charged with robbery, ...  
www.hawaiiforvisitors.com/oahu/.../kahuku-shrimp-trucks.htm - Cached - Similar

**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi | Flickr ...**  
**Giovanni's Shrimp Truck**, a graffiti-covered white shrimp truck, ... Started in 1993 by the **Aragona** family, Giovanni's was sold to Troy Nitsche in 1997.  
www.flickr.com/photos/wallyg/4773177246/ - Cached

**O'ahu - Kahuku: Giovanni's Shrimp Truck | Flickr - Photo Sharing!**  
May 25, 2010 ... **Giovanni's Shrimp Truck**, a graffiti-covered white shrimp ...  
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**Hawaii Shrimp Shacks**  
The **Shrimp Shacks/Trucks**. The **shrimp** shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when **Giovanni** and **Connie Aragona** ...  
www.hawaiivacationinsider.com/shrimpsnacks.ivnu - Cached

**Shrimp Snacks | Honolulu and Oahu Features | Fodor's Travel Guides**  
In 1994, when **Giovanni** and **Connie Aragona** couldn't renew the lease on their Haleiwa ... that first business lives on as **Giovanni's** Original **Shrimp Truck**, ...  
www.fodors.com/world/north-america/usa/.../feature\_30027.html - Cached

**honoluluadvertiser.com**  
Aug 24, 2001 ... Later that evening, **Aragona** and one of the assailants went to **Giovanni's Aloha Shrimp truck** in Kahuku and demanded the cash box from the ...  
the.honoluluadvertiser.com/article/2001/Aug/24/ln/ln17a.html - Cached

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**Fodor's Hawaii 2010 - Google Books Result**  
Linda Cabasin, Rachel Klein, Jess Moss - 2009 - Travel - 648 pages  
In 1994, when **Giovanni** and **Connie Aragona** couldn't renew the lease on ... The ready supply and the success of the first **shrimp truck** led to many imitators. ...  
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**Giovanni's Shrimp Truck - Kahuku, HI**

☆☆☆☆ 770 reviews - Price range: \$\$  
770 Reviews of Giovanni's Shrimp Truck "Ahhhhhhh.....garmrrrrtic!! Whoever thought of that garlic hot dog should be given an award.  
[www.yelp.com](#) » Restaurants » Seafood - Cached - Similar

**'Ono Kine Grindz: Giovanni's Aloha Shrimp**

May 31, 2004 ... Good news for Southern California - she also told me they are opening a Giovanni's Shrimp Truck in Venice Beach in "a couple of months" ...  
[onokinegrindz.typepad.com/ono.../giovannis\\_shrim.html](#) - Cached - Similar

**Giovanni's Shrimp Truck - North Shore, Oahu | Facebook**

Giovanni's Shrimp Truck - North Shore, Oahu - The Original Shrimp Truck serving the island since 1993 | Facebook.  
[www.facebook.com/pages/Giovannis-Shrimp-Truck.../33962683723](#) - Cached

**Giovanni's Shrimp Truck - North Shore - Kahuku | Urbanspoon**

☆☆☆☆ 38 reviews - Price range: \$10-15 per entree  
Giovanni's Shrimp Truck, Seafood Restaurant in North Shore. See the menu, 17 photos, 8 blog posts and 32 user reviews. Reviews from critics, food blogs and ...  
[www.urbanspoon.com](#) » Hawaii » Greater Oahu » North Shore - Cached

**Secrets of Hawaii- Lanikai and Kailua Beach**

Secrets of Hawaii: Kailua and Lanikai Beaches. Lanikai Beach: Lanikai means "heavenly sea" in the Hawaiian language. And at Lanikai Beach that is exactly ...  
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**Giovanni's Shrimp Truck**

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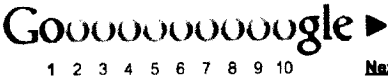
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The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their controlling dish on Italian

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is an arm



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But there's plenty of competition—at least a half-dozen stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is one of the best.

Fodor's Oahu, 2nd Edition: With Honolulu, Waikiki, and the North Shore By Rachel Kle



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Shrimp Snacks

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The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds: much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the

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### Shrimp Snacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Haleiwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—from a truck alongside the road. About the same time, aquaculture was gaining a foothold in nearby Kahuku, with farmers raising sweet, white shrimp and huge, orange-whiskered prawns in shallow freshwater ponds. The ready supply and the success of the first shrimp truck led to many imitators.

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the longest-running aquaculture farms in the area; they sell live shrimp and prawns and farm-raised fish along with excellent plate lunches. The pan-fried shrimp and buttery, locally-raised corn from the bright-yellow Shrimp Shack, parked at The Ching Store on Kamehameha Highway in Punaluu, is first-rate, too.

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## Oahu's North Shore Shrimp Trucks

When you're driving around the island of Oahu, you won't want to miss picking up a delicious shrimp lunch at one of the shrimp trucks parked near Kahuku on Oahu's north shore. There are also several roadside stands in this area where fresh cooked shrimp are sold.

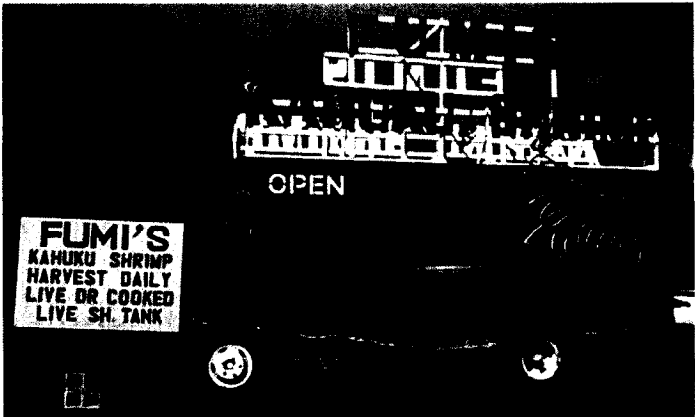
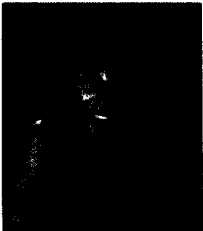


Photo Credit: Kathleen Walling Fry

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Most of the shrimp trucks on Oahu's north shore are located near the town of Kahuku, which is a well-known shrimp aquaculture area, but you will also find shrimp for sale in several other places along the road between Kualoa and Hale'iwa.

Shrimp plates are ordered at the windows of these shrimp trucks, and it is ususally served with two scoops of rice, and sometimes macaroni salad, a green salad, pineapple slices, and/or a lemon slice. Plain unadorned shrimp is available, but the most popular shrimp plates have garlic, lemon butter, hot and spicy, sweet and spicy, or a soy-based sauce. The last time I ate at a shrimp truck the prices were about \$10-12 USD per plate.



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The shrimp served at these tricks is delicious, but it is also unpeeled, sometimes unveined, and very messy to eat. Be sure pick up plenty of napkins. Some of the shrimp truck locations have covered picnic tables with hawaiian music is playing.

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### The Shrimp Trucks

**Blue Water Shrimp**  
This is one of newest shrimp trucks on Oahu's north shore, and it is one of the trucks that participated in the Turtle Bay Resorts 2005 "Battle of the North Shore Shrimp Trucks". Their shrimp plates come with a salad sprinkled with goat cheese and they have several non-shrimp items on their menu.

**Famous Kahuku Shrimp Truck**  
This shrimp truck is usually parked in Kahuku, and they offer shrimp with lemon sauce, spicy sauce, and a sweet black pepper sauce. Their menu includes several non-shrimp items.

- [Review of Two North Shore Shrimp Trucks](#)

**Fumi's Kahuku Shrimp and Seafood**  
Fumi's brightly painted "Hawaiian sunset" shrimp truck is impossible to miss, and their shrimp plates are simple but delicious. They offer garlic sauce, lemon butter sauce, and a spicy sauce, and plates are served with two scoops of rice, fresh pineapple slices, and a green salad. I have heard that service at some trucks is not friendly, but the people at Fumi's were very and smiling the last time I was there. Fumi's is one of the shrimp trucks that participated in the Turtle Bay Resorts 2005 battle of the North Shore Shrimp Trucks.

- [Photos of Fumi's Kahuku Shrimp Truck](#)

**Giovanni's Shrimp Truck**  
Giovanni's graffiti-covered white shrimp truck is the oldest and one of the best known shrimp trucks on Oahu's north shore. They usually parked in Kahuku and Hale'iwa. They are most famous for their garlic shrimp that has large chunks of garlic in the sauce, but they also offer lemon butter and spicy sauces.

- [Giovanni's Aloha Shrimp Truck](#) (Ono Kine Grindz)
- [Review of Two North Shore Shrimp Trucks](#) (Reiki Aloha)
- [Secrets of Hawaii: Giovanni's Shrimp Truck](#) (Port Aloha)
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**Macky's Kahuku Sweet Shrimp** This shrimp truck is owned by Macky Chen's Chen-Lu Shrimp Farm. Plates come with two scoops of rice, a pineapple slice, a piece of sweet potato, and a green salad. Macky's was the winner of the 2005 Battle of the Northshore Shrimp Trucks" contest that was part of the Turtle Bay Resort's first annual Seafood Festival. The winning shrimp recipe was suppose to be added to the menu at the Turtle Bay Resort, but I have not been able to find out which of Macky's sauces won the competition. Does anybody know? (please send email to hawaiitravelnewsletter@gmail.com).

**Romy's Kahuku Prawns and Shrimp Hut**  
The owners of this roadside shrimp stand at 56-781 Kamehameha Highway in Kahuku use shrimp from their own aquaculture farm, and they offer the standard garlic and spicy sauces, and also a special asian-style house sauce that includes soy sauce and chile sauce. Their menu includes several non-shrimp items.

**The Shrimp Shack**  
The Shrimp Shack is a bright yellow shrimp truck that is usually parked near Kaya's Store in Punalu'u. Their menu includes shrimp with either garlic sauce or cocktail sauce, and several other items. I have heard that the Shrimp Shack does not use Kahuku shrimp, but instead prefers to use Kauai shrimp.

- Honolulu Star Bulletin Shrimp Shack Article
- 101 Things to Do Shrimp Shack Article

---

**The Kahuku Shrimp Truck Scandal**  
In August 2001, 46 year old Connie Aragona was charged with robbery, extortion, and kidnapping because of her efforts to take over Troy Nistche's lucrative north shore shrimp truck business at gunpoint. See also:

- The Grass Skirt Grill in Haleiwa
- More Haleiwa North Shore Oahu Restaurants
- Dining on Oahu

---

**Related Links**  
Oahu Island - Main Menu  
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**Elsewhere on the Web**  
Photos of Fumi's Kahuku Shrimp Truck  
2005 Kahuku Shrimp Truck Competition  
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Shrimp Trucks are Cited for Illegal Sales  
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---

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## Rally eats eclectic treats




- Story

Rally eats eclectic treats

Lori Myrland, Journal Staff Writer Rapid City Journal | Posted: Sunday, August 5, 2001 11:00 pm

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**Buy this photo** Dick Kettlewell Erin Gray of Rapid City brings out a huge shrimp cocktail at Giovanni's Aloha Shrimp booth in Sturgis. Gray is a recent graduate of the University of South Dakota with majors in



business and mass communications. (Journal photo by Dick Kettlewell)

STURGIS - If you hear a rumble at the rally and it doesn't seem to be coming from the bikes, it might be your stomach.

You won't have to look far in downtown Sturgis to find the usual variety of fare, including everything from Rocky Mountain oysters to sweet potatoes, funnel cakes to spiral fries. But in a place seemingly maxed out with food booths, new vendors try their best to stand out by offering something unique.

There's Hawaiian shrimp cooked Italian-style, German sausage and sauerkraut from Idaho and - hard as this may be to believe - healthful food at a booth set up by a Martin woman.

On Monday, few vendors - food or otherwise - were reporting brisk sales, with crowds noticeably smaller than in the past two years. One-dollar bottles of water seemed to be selling as fast as anything in the

98-degree heat, but it was only the first day of the rally, and plenty of motorcycles still were streaming in from Interstate 90. Fresh-squeezed lemonade, available at several stands, also was popular.

Light rain that fell a couple of times in the afternoon cooled things off for a short time and caused some rallygoers to seek shelter under vendor canopies. Still, Sarah Thornton of Sturgis, working at an espresso booth on Main Street, said she was selling a lot more iced coffee than hot.

One place where business was lively was the Wrigley Field Bar and Grill off Exit 30. File gumbo, made with chicken, sausage and rice, was a popular seller at \$4 per bowl.

Demo rides of the new Harley-Davidson V-Rod performance cruiser were popular nearby, and plenty of people were stopping in for a bowl of the hot and spicy dish from Louisiana. Unlike downtown, there are fewer places in that part of town to get a meal.

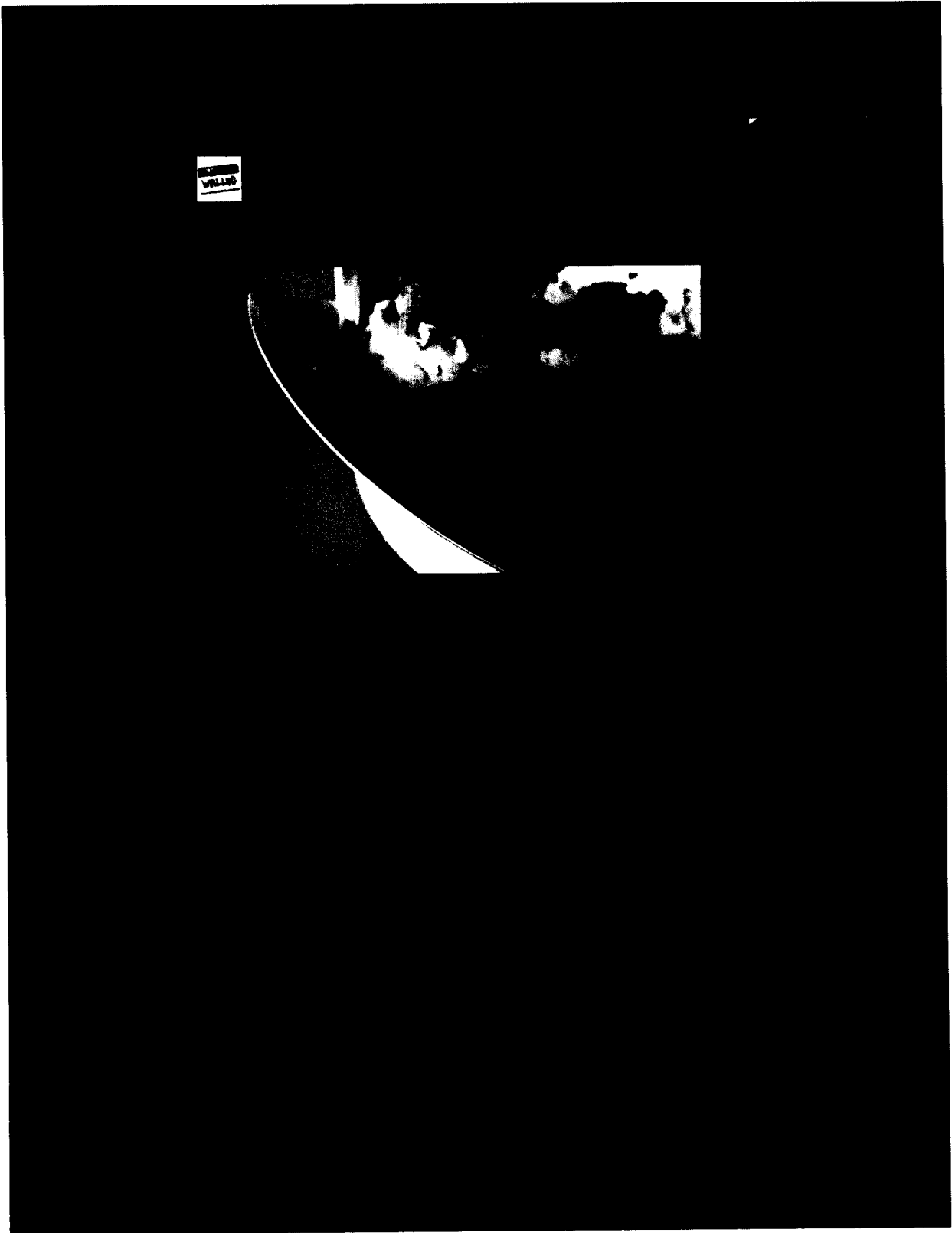
Downtown, Connie Aragona brought 10,000 pounds of jumbo shrimp to the rally to introduce her award-winning product - also hot and spicy - to the mainland. "I need to sell them all by Sunday," said Aragona, who has sold Giovanni's Aloha Shrimp from a truck on Oahu's North Shore since 1994. She sells 6,000 pounds of shrimp a month, cooked to order.

Her 1951 Ford truck has become a landmark there, and Aragona and two business partners hope to market their garlic marinade and hot sauce on the mainland.

The shrimp scampi she's selling at the rally is marinated in chopped garlic, olive oil, lemon, butter and white wine, then sauteed, giving it a strong flavor. It's served on a bed of steamed rice with roasted garlic on top. Hot sauce, made using a recipe from Aragona's great-great-grandparents, is optional. The marinade is a recipe Aragona got from her ex-mother-in-law, a native of Naples. Giovanni is Aragona's ex-husband.

Aragona rides a Harley in Hawaii and had always heard about the Sturgis rally. She decided to launch her product's mainland debut here and already is planning to return next year.

A native of Mozambique who is of Portuguese descent, this is Aragona's first time in the Midwest and her



O'ahu - Kahuku: Giovanni's Shrimp Truck ...

<http://flickrriver.com/photos/wallyg/47725...>

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O'ahu - Kahuku: Giovanni's Shrimp Truck ...

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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi**

Giovanni's Shrimp Truck, a graffiti-covered white shrimp truck, is the oldest and one of the best known shrimp trucks on O'ahu's north shore. Usually parked off Kamehameha Highway just past Puuluana Street in Kahuku, Giovanni's is famous for their shrimp scampi, but also serve a hot and spicy shrimp and a lemon and butter shrimp. Started in 1993 by the Aragone family, Giovanni's was sold to Troy Nitsche in 1997. Giovanni's sells an average of 400 plates of shrimp a day.

## Comments and faves

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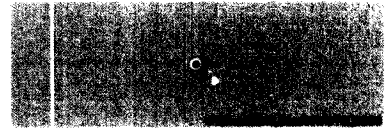
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## PREVIEW

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 **By wallyg**  
Wally Gobelz [+ Add Contact](#)

This photo was taken on May 25, 2010 in Kahuku  
Ahupua'a, Kahuku, HI, U.S. using a Canon PowerShot  
SD1400 IS.



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This photo belongs to

wallyg's photostream



This photo also appears in

- ▶ Oahu: East and North Coast

- ▶ Food Porn

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### Giovanni's Original White Shrimp Truck

It's said that after 11 years, the original Giovanni's Original White Shrimp Truck is still in operation. The truck is a 1977 Ford F-Series, and it's been making waves in the local food scene since it started by the Aloha Hotel. Giovanni's has said he's not sure if he'll ever sell it.

The original white shrimp truck is a 1977 Ford F-Series, and it's been making waves in the local food scene since it started by the Aloha Hotel. Giovanni's has said he's not sure if he'll ever sell it.

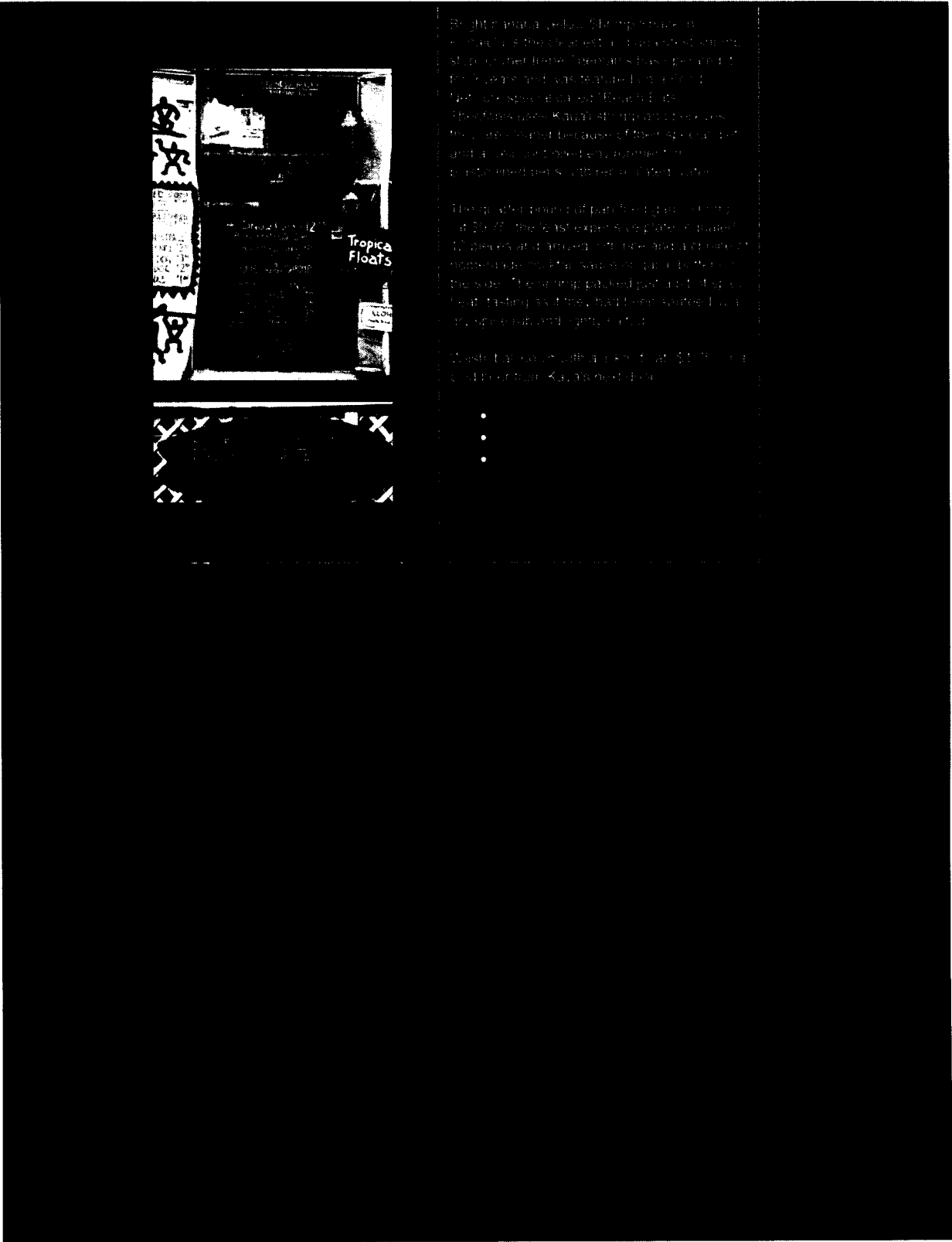
Hawaii Shrimp Shacks


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What began as a small home prep truck on Oahu's North Shore

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About Giovanni's Aloha Foods and Famous Shrimp Sauce!

**What began as an unknown, white shrimp truck on Oahu, Hawaii's North Shore —  
Became a Legend ...**

Known for it's succulent shrimp morsels served up hot and tasty, Giovanni's Aloha Foods has been pleasing palettes since 1997. Giovanni's Hot & Spicy Sauce, a sauce almost as hot as volcanic lava, has been known to bring customers to their knees; while the mild, but flavor-packed, Giovanni's Scampi Marinade has brought nothing but delight to customers. AND NOW YOU CAN BUY IT IN A BOTTLE!



Our Customers Say

"Our friend told us to stop at the "White Shrimp Truck" in Kahuku, and we're glad we did! The garlic scampi was our family's overall favorite, and I loved the Hot & Spicy, I really mean it! I collect hot sauce from all over the place, Barbados to Belize, Louisiana to Los Angeles, and your secret African Roots and spice are truly unique. I can't wait till you start botting it."

— Eddie, Terry & Jacob Coleman,  
Venice, Calif.

"Thanks for serving some of Oahu's finest, tastiest, freshest shrimp scampi. We really enjoyed dining daily at the white shrimp truck, during our recent vacation. Your shrimp is the BEST!"

— Harry & Rochelle Pillion, University Heights,

"We think your shrimp scampi is the best we have eaten anywhere."

— Jim & Mary Jane West Lufkin, Texas

"You have been one of "A list" stops on out list of must see sights on Oahu As always it was the most scrumptious meal."

— Lou Harris San Mateo, California

"Still looking forward to seeing you and having your famous shrimp sauces."

— Gerda Vienna, Austria

"I miss talking to you and eating your incredible shrimp. I'll see you soon in paradise."

— Yasser Alexandria, Egypt

"The thing I miss most is my shrimp fix."

— Pat & Clyde Jacobs Vancouver, Canada

"Best shrimp ever!"

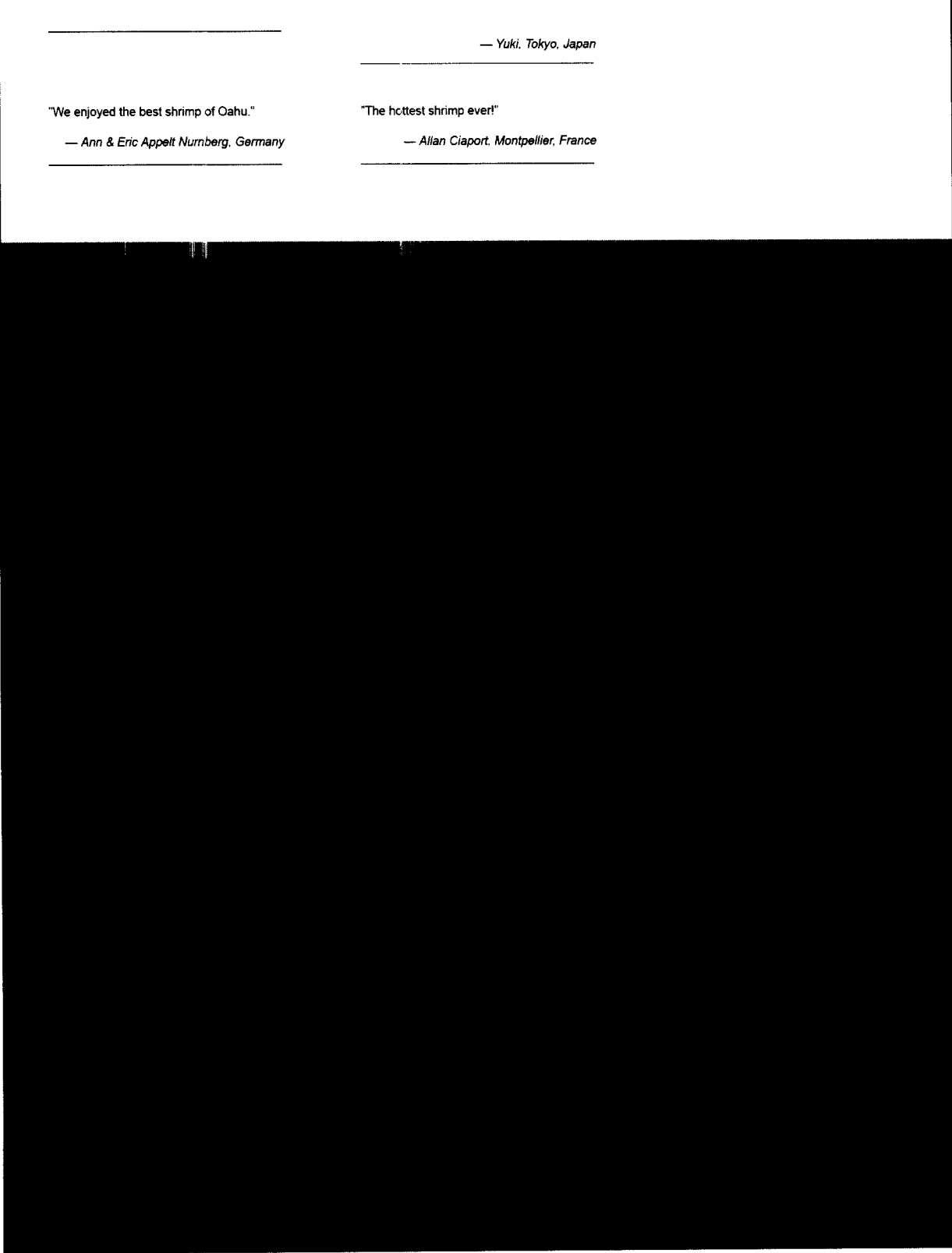
Giovanni's Famous White truck shrimp sauce

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Posted on: Friday, September 24, 2004

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## What's a drive in the country without shrimp?

*Editor's note: Today we introduce our new restaurant critic, Helen Wu, a graduate of the University of Hawai'i (Asian studies) and of the Kapi'olani Community College culinary arts program, where she received outstanding- student and culinary-excellence awards, and also wrote for Kapio, the student journal. Wu wrote for The Advertiser while in school, as well.*

By Helen Wu  
Advertiser Restaurant Critic

No drive to the North Shore is complete without a meal at one of the shrimp stands that have sprouted along the highway as a result of the development of aquaculture farms here. These are now are some of the most recognized dining spots in an area of the island not known for food.

My mission was to compare and contrast the shrimp shacks, and I brought my mother (a self-professed shrimp fanatic who can suck in a whole shrimp, head and all, and just spit out the shell). During two forays, we tried garlic butter scampi-style shrimp plates at a half-dozen spots. One caution: Shrimp shacks come and go, and hours vary. Be flexible.

### Shrimp Shack

Bright banana-yellow Shrimp Shack in Punalu'u is the cleanest and quaintest shrimp stop. Owner Irene Theofanis has operated it for six years and was featured on a Food Network special called "Beach Eats." Theofanis uses Kaua'i shrimp and believes they are cleaner because of their special diet and a well-controlled environment in plastic-lined pens with recirculated water.

The quarter-pound of pan-fried garlic shrimp (at \$9.75, the least expensive plate) equaled 12 pieces and arrived with rice and a choice of homemade cocktail sauce or garlic butter on the side. The shrimp packed just a bit of spicy heat, tasting as if they had been saut'ed in a dry spice rub and lightly salted. Wash it all down with a liliko'i float (\$1.75) or a cold beer from Kaya's next door.

**Also on the menu:** snow crab legs (\$12.75); mussels (\$8.25); chili rice (\$3.50); hot dog (\$2); Kahuku corn on a stick (\$2).

**Ambience:** 11 shaded wooden picnic tables on a manicured lawn. Hawaiian music wafts in the background.

### Giovanni's Original White Shrimp Truck

The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore shrimp stops is the oldest and best known, making *Saveur* magazine's 100 list for 2004. Started by the Aragona family, Giovanni's was sold to current owner Troy Nitsche in 1997. By the time you read this, a new, modernized shrimp truck will have replaced the old one in Kahuku. New graffiti already are beginning to decorate it.

The traditional-style shrimp scampi plate (\$11) had 12 de-veined Neighbor Island shrimps swimming in a succulent, mildly spicy sauce. We couldn't help eating all of the sauce-soaked two scoops of rice even though we were starting to feel the effects of the shrimp and butter. Lots of garlic chunks in the sauce and a huge lemon wedge offer extra flavor. It's easy to see why Giovanni's sells an average of 400 plates a day.

**Also on the menu:** hot and spicy and lemon butter saut'ed shrimp. Half plates, \$6.

**Ambience:** at Kahuku location, six shaded plastic picnic tables set on gravel with requisite Hawaiian music. The Hale'iwa site offers three tables but no shade.

### Famous Kahuku Shrimp Truck

The Famous Kahuku Shrimp Truck is nearly a twin of Giovanni's but with an Asian spin. Owner



At Romy's Kahuku Prawns & Shrimp Hut, after the big crustaceans are put on the plate, a sauce loaded with saut'ed garlic chunks is ladled on. The shrimp and prawns are harvested daily from ponds.  
Deborah Booker • The Honolulu Advertiser

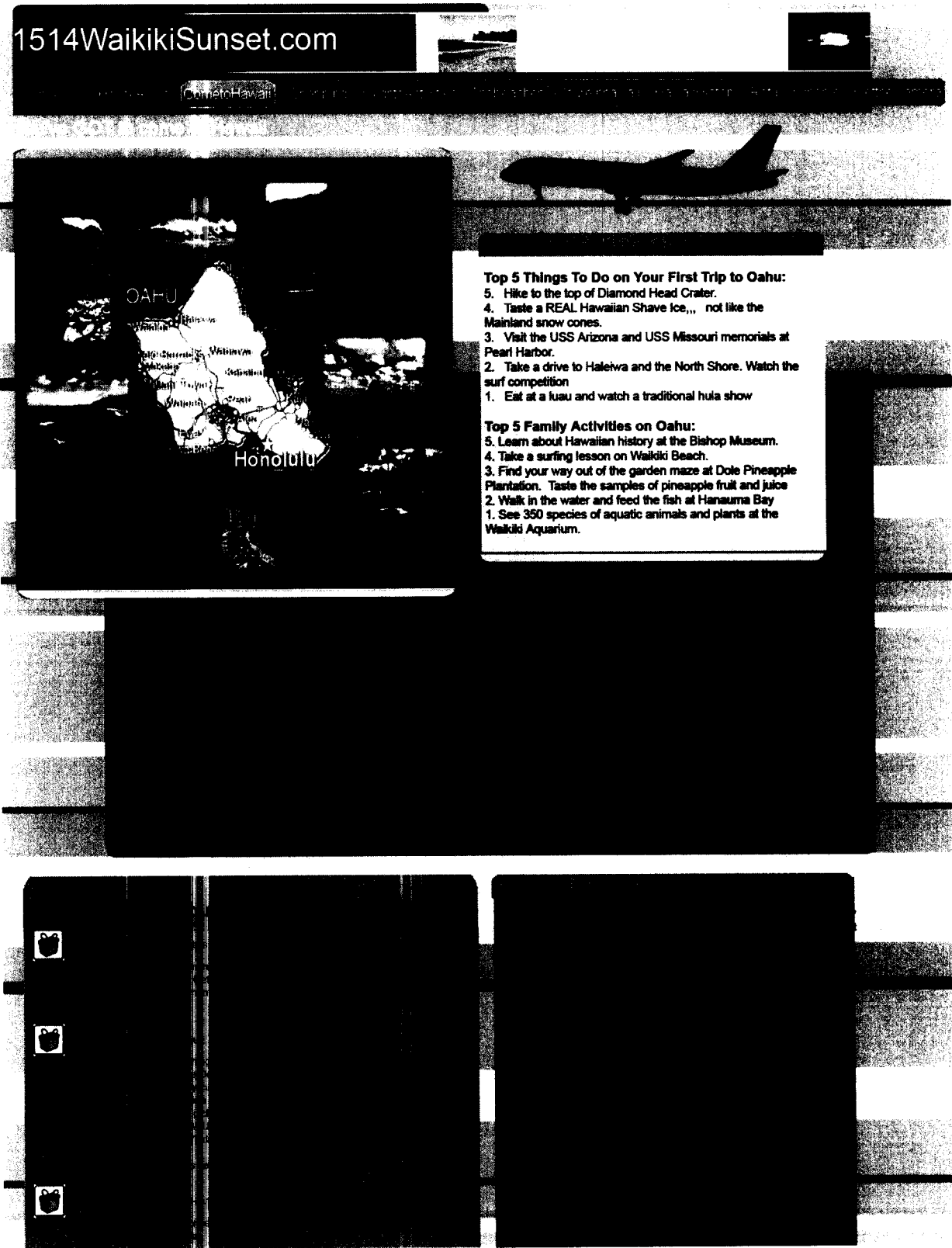
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**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85201288 - GIOVANNI'S ALOHA SHRIMP - N/A  
**Sent:** 3/21/2011 5:04:25 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
[Attachment - 3](#)  
[Attachment - 4](#)

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85201288

**MARK:** GIOVANNI'S ALOHA SHRIMP

**\*85201288\***

**CORRESPONDENT ADDRESS:**  
LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

**CLICK HERE TO RESPOND TO THIS LETTER:**  
<http://www.uspto.gov/teas/eTEASpageD.htm>

**APPLICANT:** LuckyU Enterprises, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**  
[gioshrimp@aol.com](mailto:gioshrimp@aol.com)

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 3/21/2011**

**TO EXPEDITE APPLICATION:**

The issue(s) raised may be resolved by telephone. The applicant may telephone the examining attorney at (571) 272-9713 or [skye.young@uspto.gov](mailto:skye.young@uspto.gov), instead of submitting a written response, to expedite the

**LuckyU 001864**

application.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

### **SEARCH**

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

### **DISCLAIMER**

Applicant must disclaim the descriptive wording "**SHRIMP**" apart from the mark as shown because it merely describes an ingredient and feature of applicant's services. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached to this action, the applicant will find a review of the applicant's services wherein the applicant is recognized as featuring shrimp as part of its restaurant related services. See attachments.

A term is merely descriptive if it conveys **an immediate idea** of the ingredients, qualities, or characteristics of the identified goods and/or services. *See In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001). When used in relation to the services, the immediate idea rendered by the wording SHRIMP describes that the applicant provides shrimp as part of its restaurant services. Given the descriptive nature of the wording, it lacks source identifying significance and, thus, must be disclaimed.

A "disclaimer" is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of the goods and/or services, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); *see* TMEP §§1209.03(f), 1213.03 *et seq.*

The following is the standard format used by the Office:

**No claim is made to the exclusive right to use "SHRIMP" apart from the mark as shown.**

TMEP §1213.08(a)(i); *see In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

### **SPECIMEN**

The specimen is not acceptable because it is merely a photocopy of the drawing or a picture or rendering of the applied-for mark; it does not show the applied-for mark in actual use in commerce. *See* 37 C.F.R. §2.56(c); TMEP §§904.04(a), 904.07(a). Trademark Act Section 45 requires use of the mark "in the sale or advertising of services." 15 U.S.C. §1127; *see* 37 C.F.R. §2.56(b)(2); TMEP §1301.04.

An application based on Section 1(a) must include a specimen showing the applied-for mark in use in

**LuckyU 001865**

commerce for each class of services. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Therefore, applicant must submit the following:

- (1) A substitute specimen showing the mark in use in commerce for each class of services specified in the application; and
- (2) The following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**The substitute specimen was in use in commerce at least as early as the filing date of the application.**” 37 C.F.R. §2.59(a); TMEP §904.05; *see* 37 C.F.R. §2.193(e)(1). If submitting a substitute specimen requires an amendment to the dates of use, applicant must also verify the amended dates. 37 C.F.R. §2.71(c); TMEP §904.05.

**Examples of specimens for services are signs, photographs, brochures, website printouts or advertisements that show the mark used in the actual sale or advertising of the services. *See* TMEP §§1301.04 *et seq.***

If applicant cannot satisfy the above requirements, applicant may amend the application from a use in commerce basis under Section 1(a) to an intent to use basis under Section 1(b), for which no specimen is required. *See* TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use with a proper specimen. *See* 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP §1103.

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant has had a bona fide intention to use the mark in commerce on or in connection with the services listed in the application as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); *see* 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

Pending receipt of a proper response, registration is refused because the specimen does not show the applied-for mark in use in commerce as a service mark. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

PLEASE NOTE:

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: skye.young@uspto.gov

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**LuckyU 001866**



48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

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**LuckyU 001867**



December 2008

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Coming Up

Next on 'Ono Kine Grindz:

The Wedding Cafe, Manoa

Recently Consumed:

Zaney's, Downtown Honolulu  
Bob's Bar-B-Que, Kalihi  
Restaurant Yamagen, Moili'ili

Below you will find a never ending list of restaurants that I want to visit or re-visit:

- Momomo
- Young's Fish Market
- Alan Wong's Pineapple Room
- Mediterraneo
- Cafe Sistina
- Indigo Eurasian Cuisine
- Gyu-Kaku
- Yakiniku Toraji
- Sushi Masa
- Ono Hawaiian Foods
- Rokkaku
- Tsukuneya Robata Grill

If you would like to give me a tip on a new restaurant that is opening up, or give me a recommendation on some of

« Little Village Noodle House | Main | Helena's Hawaiian Food »

May 31, 2004

Giovanni's Aloha Shrimp

Today was a wonderful day to take a drive to the North Shore. Why? Because it was a holiday and I didn't have to go to work...because it was a nice sunny day...and because I had some out of town guests. So I decided to take them to eat at Giovanni's in Kahuku. Now this place has no real address. Well then how exactly do you find it? Just keep driving down Kamehameha highway, past the Polynesian Cultural Center (if you're coming from the Windward side) until you see the sign.



Ask any local about this place and most will tell you that it serves the best shrimp scampi around! I do have to agree that it is one of the best, and the added

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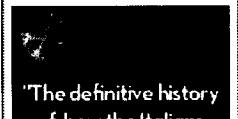
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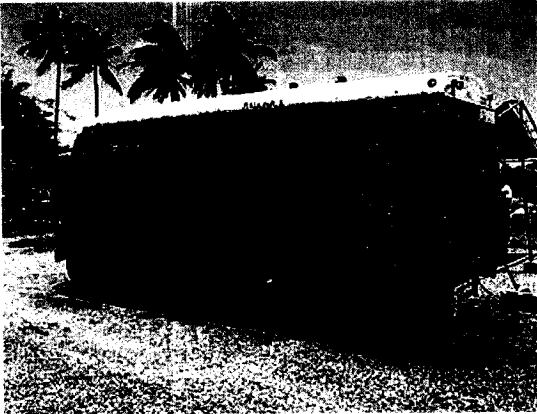
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- Border Grill
- Penang Malaysian
- Chez Panisse
- Shalimar
- Zuni Cafe
- Limon
- Indonesia Restaurant
- Dragonfly
- Canteen
- Boston's North End Pizza
- Happy Inn
- Kat's Sushi
- Fritz's European Bakery
- Makino Chaya
- Singapore/Bangkok Posts
- Chin's Kahala
- Hata Restaurant
- Ebisu Catering Service
- Bubba Burgers
- The Eggberts
- Blossoming Lotus
- Hamura Saimin Stand
- Bob's Big Boy

WHEW! I hope to have them done by year's end!

Upcoming adventures

- 2008:
- San Francisco, CA
  - 2/14-2/18
  - Sydney, NSW, Australia
  - 5/29-6/8±
  - London, UK
  - 11/21-24
  - Paris, France
  - 11/24-27
  - Chicago, IL
  - 11/27-30
  - Seoul, South Korea
  - I won't be able to visit Korea this year.
- 2009:
- San Francisco, CA
  - May-October, LA

have to agree that it is one of the best, and the added bonus is that it all comes from a graffiti covered truck.



Now this place is not exactly known for it's decor. A few plastic picnic tables under a couple of tents...definitely not enough space to seat everyone who comes here. Here's a look at the crowd that's just beginning to form when we arrive at 12:15 pm.



We were lucky that there was only one person in line ahead of us. As I approached the truck to order, I glanced at the menu...still the same 3 items that I remember!



of how the Italians won their way into our hearts, minds, and stomachs."  
-Danny Meyer

"An entertaining and fact-filled chronicle."  
-Wall Street Journal

HOW ITALIAN FOOD CONQUERED THE WORLD by Esquire food and travel correspondent John Mariani. Available now wherever books are sold.



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LuckyU 001869



Wondering...

Blogs I Read

**A Hamburger Today**  
Brooklyn, NEW YORK

**A la Cuisine!**  
Toronto, Ontario, CANADA

**A Passion for Food**  
New York, NEW YORK

**A Sybarite in Paradise**  
Honolulu, HAWAII

**Aroma Cookery**  
SINGAPORE

**Babe in the City - KL**  
Kuala Lumpur, MALAYSIA

**Becks & Posh**  
San Francisco, CALIFORNIA

**Big Island Grinds**  
Hilo, HAWAII

**Cheap Places to Eat in Oahu**  
Honolulu, HAWAII

**Cheat Eat**  
SINGAPORE

**Chez Pim**  
San Francisco, CALIFORNIA

**Choo On This**  
Honolulu, HAWAII

**Chubbypanda - The Epicurious Wanderer**  
Irvine, CALIFORNIA

**Cook Sister!**  
London, UK

**Cooking with Amy**  
San Francisco, CALIFORNIA

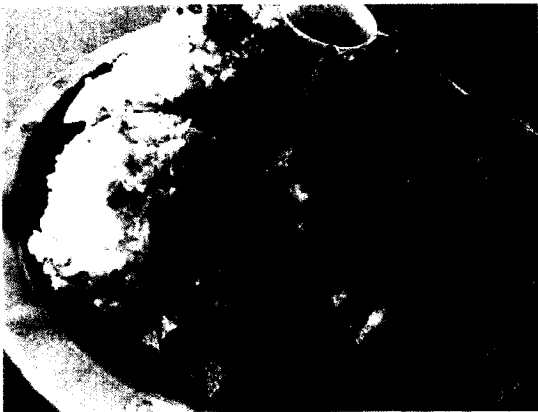
**Cravings**  
New York, NEW YORK

**Da Weekend Foodie**  
Kaneohe, HAWAII

**Da\*Xiang**  
Seattle, WASHINGTON

**Daily Gluttony**  
Los Angeles, CALIFORNIA

**David Lebovitz**  
Paris, FRANCE



What I got was 2 scoops white rice topped with a bit of scampi sauce, a lemon wedge, and half a pound of shrimp scampi served in the shell. I had 12 pieces of shrimp and it was delicious! The shrimp was fresh and done just right (not overcooked!) and the sauce was buttery and full of garlic! Sinful? You bet, but worth every mouthful!

The only let down was that the side of hot sauce was not hot at all! It seemed like some generic hot sauce mixed with melted butter. Hopefully the next time I come here they have the hot and spicy, otherwise, I'll just have to make due with the shrimp scampi which isn't a bad consolation after all.

Giovanni's Aloha Shrimp  
Kamehameha Highway, Kahuku

May 31, 2004 in [Local](#), [Lunch Wagons](#), [North Shore](#), [Plate Lunch](#), [Seafood](#) | [Permalink](#)

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**Giovanni's Aloha Shrimp:**

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**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85201288 - GIOVANNI'S ALOHA SHRIMP - N/A  
**Sent:** 3/21/2011 5:04:29 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:**

---

**IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION**

Your trademark application (Serial No. 85201288) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office Action") on 3/21/2011 to which you must respond. Please follow these steps:

1. Read the Office letter by clicking on this [link](#) OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter.

**PLEASE NOTE:** The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. **Respond** within 6 months, calculated from 3/21/2011 (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System **Response to Office Action form**. If you have difficulty using the USPTO website, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

3. **Contact** the examining attorney who reviewed your application with any questions about the content of the office letter:

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: [skye.young@uspto.gov](mailto:skye.young@uspto.gov)

**WARNING**

**Failure to file any required response by the applicable deadline will result in the ABANDONMENT of your application.**

**Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, please use the Trademark Electronic Application System Response to Office Action form.**

**LuckyU 001872**

\*\*\* User:syoung \*\*\*

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	1	0	1	1	0:01	85201283[SN]
02	119	0	19	14	0:03	*{"gj"}{"iey"}{v}v{v}n*[bi,ti] and live[ld]
03	1	0	1	1	0:02	85201288[SN]
04	752	N/A	15	14	0:05	*{v}l{v}h*[bi,ti] and live[ld]
05	334	0	15	14	0:03	4 and "043"[cc]

Session started 3/20/2011 9:57:19 PM  
Session finished 3/20/2011 10:02:06 PM  
Total search duration 0 minutes 14 seconds  
Session duration 4 minutes 47 seconds  
Defaut NEAR limit=1ADJ limit=1

Sent to TICSRS as Serial Number: 85201288

LuckyU 001873

Trademark/Service Mark Application, Principal Register

Serial Number: 85201288  
Filing Date: 12/18/2010

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85201288
MARK INFORMATION	
*MARK	Giovanni's Aloha Shrimp
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	Giovanni's Aloha Shrimp
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	LuckyU Enterprises, Inc.
DBA/AKA/TA/Formerly	AKA Giovanni's Aloha Shrimp
*STREET	57-120 Lalo Kuilima Way, #12
*CITY	Kahuku
*STATE (Required for U.S. applicants)	Hawaii
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	96731
PHONE	808-630-9116
FAX	808-638-0110
EMAIL ADDRESS	gioshrimp@aol.com

LuckyU 001874



AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Hawaii
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	043
*IDENTIFICATION	Fast-food restaurant services; Providing of food and drink via a mobile truck; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Serving of food and drink/beverages
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 03/01/1998
FIRST USE IN COMMERCE DATE	At least as early as 03/01/1998
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<u>spec-7223480161-172117867 . Giovanni.pdf</u>
CONVERTED PDF FILE(S) (1 page)	<u>\\TICRS\EXPORT11\IMAGEOUT11\852\012\85201288\xml1\APP0003.JPG</u>
SPECIMEN DESCRIPTION	Words used to identify business
CORRESPONDENCE INFORMATION	
NAME	LuckyU Enterprises, Inc.
FIRM NAME	LuckyU Enterprises, Inc.
STREET	57-120 Lalo Kuilima Way, #12
CITY	Kahuku
STATE	Hawaii
COUNTRY	United States
ZIP/POSTAL CODE	96731
PHONE	808-630-9116
FAX	808-638-0110

LuckyU 001875

EMAIL ADDRESS	gioshrimp@aol.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325
SIGNATURE INFORMATION	
SIGNATURE	/Troy Nitsche/
SIGNATORY'S NAME	Troy Nitsche
SIGNATORY'S POSITION	President
DATE SIGNED	12/18/2010

LuckyU 001876

||

## Trademark/Service Mark Application, Principal Register

**Serial Number: 85201288**

**Filing Date: 12/18/2010**

### **To the Commissioner for Trademarks:**

**MARK:** Giovanni's Aloha Shrimp (Standard Characters, see mark)

The literal element of the mark consists of Giovanni's Aloha Shrimp.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, LuckyU Enterprises, Inc., AKA Giovanni's Aloha Shrimp, a corporation of Hawaii, having an address of

57-120 Lalo Kuilima Way, #12

Kahuku, Hawaii 96731

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

### **For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 043: Fast-food restaurant services; Providing of food and drink via a mobile truck; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Serving of food and drink/beverages

In International Class 043, the mark was first used at least as early as 03/01/1998, and first used in commerce at least as early as 03/01/1998, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Words used to identify business.

### **Original PDF file:**

spec-7223480161-172117867 . Giovanni.pdf

### **Converted PDF file(s) (1 page)**

Specimen File1

### **The applicant's current Correspondence Information:**

LuckyU Enterprises, Inc.

LuckyU Enterprises, Inc.

57-120 Lalo Kuilima Way, #12

Kahuku, Hawaii 96731

808-630-9116(phone)

808-638-0110(fax)

**LuckyU 001877**

gioshrimp@aol.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Troy Nitsche/ Date Signed: 12/18/2010

Signatory's Name: Troy Nitsche

Signatory's Position: President

RAM Sale Number: 7417

RAM Accounting Date: 12/20/2010

Serial Number: 85201288

Internet Transmission Date: Sat Dec 18 17:42:20 EST 2010

TEAS Stamp: USPTO/BAS-72.234.80.161-2010121817422098

7640-85201288-4703a2ffcfb2d26ce95b952e0b

f4a5ddb29-CC-7417-20101218172117867857

**LuckyU 001878**

# Giovanni's Aloha Shrimp

**LuckyU 001879**

Giovanni's Aloha Shrimp

# Giovanni's Aloha Shrimp

**LuckyU 001881**

Giovanni’s Aloha Shrimp

**LuckyU 001882**





UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
www.uspto.gov

Mar 21, 2012

NOTICE OF ABANDONMENT

TM117

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

ATTORNEY  
REFERENCE  
NUMBER:

---

SERIAL NUMBER: 85/219363  
MARK: GIOVANNI'S ORIGINAL SCAMPI SAUCE  
APPLICANT: LuckyU Enterprises, Inc.

---

THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED  
IN FULL ON 02/27/2012 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 08/24/2011 WAS RECEIVED IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) WITHIN THE SIX-MONTH  
RESPONSE PERIOD. (15 U.S.C. 1062(b); TRADEMARK RULE 2.65(a)). YOU MAY  
VIEW THE OFFICE ACTION THROUGH TRADEMARK DOCUMENT RETRIEVAL (TDR)  
AVAILABLE AT <http://tportal.uspto.gov/external/portal/tow>.

**YOU CAN REQUEST REINSTATEMENT OF THE APPLICATION FOR NO FEE IF:**

- \* YOU HAVE PROOF THAT YOUR RESPONSE WAS RECEIVED IN THE USPTO ON OR BEFORE  
THE DUE DATE - SUCH AS A POSTCARD WITH A USPTO MAILROOM DATE STAMP; OR,
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CERTIFICATE OF MAILING OR FACSIMILE TRANSMISSION, IN ACCORDANCE WITH USPTO  
RULE 2.197, 37 CFR SEC. 2.197.

**YOU MUST SUBMIT A COPY OF THE PREVIOUSLY SUBMITTED TIMELY RESPONSE  
WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE  
ALONG WITH ONE OF THE TYPES OF PROOF SET OUT ABOVE. YOU MAY FAX  
THIS INFORMATION TO 571-273-8950.**

**IF YOU DO NOT HAVE THE PROOF NECESSARY FOR REINSTATEMENT, YOU CAN  
FILE A PETITION TO REVIVE THROUGH THE TRADEMARK ELECTRONIC APPLICATION  
SYSTEM (TEAS) AVAILABLE AT <http://www.uspto.gov/teas/index.html>.  
USPTO RULE 2.66, 37 CFR SEC. 2.66, REQUIRES:**

- \* A "PETITION TO REVIVE" TO BE FILED WITHIN 2 MONTHS OF THE DATE PRINTED  
AT THE TOP OF THIS NOTICE;
- \* A SIGNED STATEMENT BY SOMEONE WITH FIRST HAND KNOWLEDGE OF THE FACTS  
THAT THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
- \* A PETITION FEE OF \$100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
- \* A RESPONSE TO THE OFFICE ACTION (IF YOU RECEIVED THE OFFICE ACTION  
- OTHERWISE, A STATEMENT THAT YOU DID NOT RECEIVE THE OFFICE ACTION.)

**FOR FURTHER INFORMATION CALL 1-800-786-9199**

TMNOA4 (REV 3/2005)

04-10-2012

U.S. Patent & Trademark Mail Rept D: #72

**LuckyU 001883**

United States Patent and Trademark Office  
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA. 22313-1451  
If Undeliverable Return in Ten Days

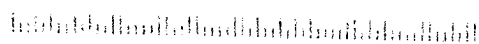
OFFICIAL BUSINESS  
PENALTY FOR PRIVATE USE, \$300

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LuckyU 001884



UNITED STATES PATENT AND TRADEMARK OFFICE

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Mar 21, 2012

**NOTICE OF ABANDONMENT**

TM117

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

ATTORNEY  
REFERENCE  
NUMBER:

**SERIAL NUMBER:** 85/219363  
**MARK:** GIOVANNI'S ORIGINAL SCAMPI SAUCE  
**APPLICANT:** LuckyU Enterprises, Inc.

THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED IN FULL ON 02/27/2012 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 08/24/2011 WAS RECEIVED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) WITHIN THE SIX-MONTH RESPONSE PERIOD. (15 U.S.C. 1062(b); TRADEMARK RULE 2.65(a)). YOU MAY VIEW THE OFFICE ACTION THROUGH TRADEMARK DOCUMENT RETRIEVAL (TDR) AVAILABLE AT <http://tportal.uspto.gov/external/portal/tow>.

**YOU CAN REQUEST REINSTATEMENT OF THE APPLICATION FOR NO FEE IF:**

- \* YOU HAVE PROOF THAT YOUR RESPONSE WAS RECEIVED IN THE USPTO ON OR BEFORE THE DUE DATE - SUCH AS A POSTCARD WITH A USPTO MAILROOM DATE STAMP; OR,
- \* YOU MAILED OR FAXED THE RESPONSE ON OR BEFORE THE DUE DATE WITH A CERTIFICATE OF MAILING OR FACSIMILE TRANSMISSION, IN ACCORDANCE WITH USPTO RULE 2.197, 37 CFR SEC. 2.197.

**YOU MUST SUBMIT A COPY OF THE PREVIOUSLY SUBMITTED TIMELY RESPONSE WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE ALONG WITH ONE OF THE TYPES OF PROOF SET OUT ABOVE. YOU MAY FAX THIS INFORMATION TO 571-273-8950.**

**IF YOU DO NOT HAVE THE PROOF NECESSARY FOR REINSTATEMENT, YOU CAN FILE A PETITION TO REVIVE THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) AVAILABLE AT <http://www.uspto.gov/teas/index.html>. USPTO RULE 2.66, 37 CFR SEC. 2.66, REQUIRES:**

- \* A "PETITION TO REVIVE" TO BE FILED WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE;
- \* A SIGNED STATEMENT BY SOMEONE WITH FIRST HAND KNOWLEDGE OF THE FACTS THAT THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
- \* A PETITION FEE OF \$100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
- \* A RESPONSE TO THE OFFICE ACTION (IF YOU RECEIVED THE OFFICE ACTION - OTHERWISE, A STATEMENT THAT YOU DID NOT RECEIVE THE OFFICE ACTION.)

**FOR FURTHER INFORMATION CALL 1-800-786-9199**

**LuckyU 001885**

||

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**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85219363 - GIOVANNI'S ORIGINAL SCAMPI SAUCE - N/A  
**Sent:** 8/24/2011 11:17:31 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
[Attachment - 3](#)  
[Attachment - 4](#)  
[Attachment - 5](#)  
[Attachment - 6](#)  
[Attachment - 7](#)  
[Attachment - 8](#)  
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[Attachment - 23](#)

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85219363

**MARK:** GIOVANNI'S ORIGINAL SCAMPI  
SAUCE

**\*85219363\***

**LuckyU 001886**

**CORRESPONDENT ADDRESS:**

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

**CLICK HERE TO RESPOND TO THIS LETTER:**

[http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp)

**APPLICANT:** LuckyU Enterprises, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET**

**NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

gioshrimp@aol.com

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 8/24/2011**

**LETTER OF PROTEST GRANTED**

The Office of the Deputy Commissioner for Trademark Examination Policy granted a Letter of Protest received in connection with this application. The evidence presented in the letter was forwarded to the trademark examining attorney for consideration. *See* TMEP §1715.

Based upon this evidence, the trademark examining attorney is taking further action, as specified below. *See* TMEP §1715.02(b).

In addition to the requirement in this Office action, all refusals and requirement (s) in the Office action dated March 21, 2011, are herein incorporated by reference. Therefore, a proper response to this Office action must address each issue raised in the preceding Office action as well as in this Office action.

**REFUSAL – FALSE CONNECTION**

Registration is refused because the applied-for mark GIOVANNI'S ORIGINAL WHITE SHRIMP TRUCK consists of or includes matter – the term GIOVANNI'S - which may falsely suggest a connection with John "Giovanni" Aragona. Although John "Giovanni" Aragona is not connected with the goods and/or services provided by applicant under the applied-for mark, John "Giovanni" Aragona is so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §§1203.03, 1203.03(e). *See generally* *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

**LuckyU 001887**

- ||
- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity previously used by another person or institution;
  - (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
  - (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
  - (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

*In re Peter S. Herrick, P.A.*, 91 USPQ2d 1505, 1507 (TTAB 2009); *In re MC MC S.r.l.*, 88 USPQ2d 1378, 1379 (TTAB 2008); TMEP §1203.03(e); *see also Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 1375-77, 217 USPQ 505, 508-10 (Fed. Cir. 1983) (providing foundational principles for the current four-part test used to determine the existence of a false connection).

The examiner notes the attached advertisements and articles excerpted from a search of the <http://www.google.com> website which demonstrate that Giovanni and Connie Aragona began a shrimp shack in 1994 that became one of the oldest and famous shrimp trucks in Kahuku, O'ahu known as "Giovanni's Original Shrimp Truck". See attachments. It is also noted that the applicant is located in Kahuku, Hawaii. See applicant's address. The applicant has not provided any written consent from Mr. Aragona that his name may be used in the applicant's mark. Given the popularity, fame and history of the Aragona's shrimp truck, there is a likelihood that the term "Giovanni" in the applicant's mark would be read to refer to John "Giovanni" Aragona and his original shrimp truck.

Notably, the term at issue need not be the actual, legal name of the party falsely associated with applicant's mark to be unregistrable. TMEP §1203.03(a); *see, e.g., Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429-30 (TTAB 1985) (holding the wording MARGARITAVILLE to be the persona of singer Jimmy Buffett). The term must, however, be so uniquely and unmistakably associated with the named party as to constitute that party's name or identity. TMEP §1203.03; *see, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett*, 226 USPQ at 429.

Accordingly, the mark is refused registration on the Principal Register absent consent to register from John "Giovanni" Aragona. Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

## **SECTION 2(c) REFUSAL – NAME IDENTIFIES A LIVING INDIVIDUAL**

Registration is refused because the applied-for mark consists of or includes a name, portrait, or signature identifying a particular living individual whose written consent to register the mark is not of record. Trademark Act Section 2(c), 15 U.S.C. §1052(c); TMEP §1206; *see, e.g., In re Hoefflin*, 97 USPQ2d 1174 (TTAB 2010).

The refusal under Section 2(c) will be withdrawn if applicant provides the following:

- (1) A statement that the name "GIOVANNI" shown in the mark identifies < **John "Giovanni" Aragona** >, a living individual whose consent is of record. If the name represents that of a

**LuckyU 001888**

pseudonym, stage name, title and name combination, or nickname, applicant must include a statement that “GIOVANNI” identifies the <pseudonym/stage name/title and name/nickname> of <specify actual name>, a living individual whose consent is of record; and

(2) A written consent, personally signed by the individual whose name, signature, or portrait appears in the mark, authorizing applicant to register the identifying matter as a trademark and/or service mark with the USPTO (e.g., “I, John “Giovanni” Aragona, consent to the use and registration by **LuckyU Enterprises, Inc. DBA Giovanni's Original White Shrimp Truck** of my name as a trademark and/or service mark with the USPTO”).

See TMEP §§813, 813.01(a), 1206.04(a).

Applicant is advised that the written consent must include a statement of the party’s consent to applicant’s *registration*, and not just the *use*, of the identifying matter as a trademark. See *Krause v. Krause Publ’ns, Inc.*, 76 USPQ2d 1904, 1912-13 (TTAB 2005); *In re New John Nissen Mannequins*, 227 USPQ 569, 571 (TTAB 1985); *Reed v. Bakers Eng’g & Equip. Co.*, 100 USPQ 196, 199 (PTO 1954); TMEP §1206.04(a).

### **REQUEST FOR INFORMATION**

Applicant must submit the following information to permit proper examination of the application. See 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e).

Due to the notoriety of the person named in the mark, and the fact that there is no information in the application record regarding a connection with applicant, **applicant must specify whether the person or institution named in the mark has any connection with applicant’s goods and/or services**, and if so, must describe the nature and extent of that connection. See 37 C.F.R. §2.61(b); TMEP §1203.03(e).

Failure to respond to a request for information is an additional ground for refusing registration. See *In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI P’ship LLP*, 67 USPQ2d 1699, 1701 (TTAB 2003); TMEP §814.

### **DISCLAIMER**

Applicant must disclaim the descriptive wording “**ORIGINAL SCAMPI SAUCE**” apart from the mark as shown because it merely describes an ingredient and feature of applicant’s goods. See 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached to the previous office action, the applicant will find a dictionary reference wherein the term “original” is defined as “preceding all others in time; first.” See attachments. Furthermore, the examiner notes the previously attached advertisements excerpted from her search of the <http://www.google.com> website which demonstrate that “scampi sauce” is a type of sauce.

A term is merely descriptive if it conveys an immediate idea of the ingredients, qualities, or characteristics of the identified goods and/or services. See *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001). When used in relation to the goods, the immediate idea rendered by the

**LuckyU 001889**

wording “ORIGINAL SCAMPI SAUCE” describes the applicant’s goods. Specifically, it merely informs consumers that the applicant’s scampi sauce is a first of its kinds. Given the descriptive nature of the wording, it lacks source identifying significance and, thus, must be disclaimed.

A “disclaimer” is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of the goods and/or services, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); see TMEP §§1209.03(f), 1213.03 et seq.

The following is the standard format used by the Office:

**No claim is made to the exclusive right to use “ORIGINAL SCAMPI SAUCE” apart from the mark as shown.**

TMEP §1213.08(a)(i); see *In re Owatonna Tool Co.*, 231 USPQ 493 (Comm’r Pats. 1983).

### **SPECIMEN**

The specimen is not acceptable because it is merely a photocopy of the drawing or a picture or rendering of the applied-for mark; it does not show the applied-for mark in actual use in commerce on the goods. See 37 C.F.R. §2.56(c); TMEP §904.04(a). Trademark Act Section 45 requires use of the mark “on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto.” 15 U.S.C. §1127; see 37 C.F.R. §2.56(b)(1); TMEP §904.03.

An application based on Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each class of goods. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Therefore, applicant must submit the following:

- (1) A substitute specimen showing the mark in use in commerce for each class of goods specified in the application; and
- (2) The following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**The substitute specimen was in use in commerce at least as early as the filing date of the application.**” 37 C.F.R. §2.59(a); TMEP §904.05; see 37 C.F.R. §2.193(e)(1). If submitting a substitute specimen requires an amendment to the dates of use, applicant must also verify the amended dates. 37 C.F.R. §2.71(c); TMEP §904.05.

Examples of specimens for goods are tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale. See TMEP §§904.03 *et seq.*

If applicant cannot satisfy the above requirements, applicant may amend the application from a use in commerce basis under Section 1(a) to an intent to use basis under Section 1(b), for which no specimen is required. See TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use with a proper specimen. See 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP

**LuckyU 001890**



§1103.

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant has had a bona fide intention to use the mark in commerce on or in connection with the goods listed in the application as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); *see* 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

Pending receipt of a proper response, registration is refused because the specimen does not show the applied-for mark in use in commerce as a trademark. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

PLEASE NOTE:

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant’s rights. *See* TMEP §§705.02, 709.06.

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: skye.young@uspto.gov

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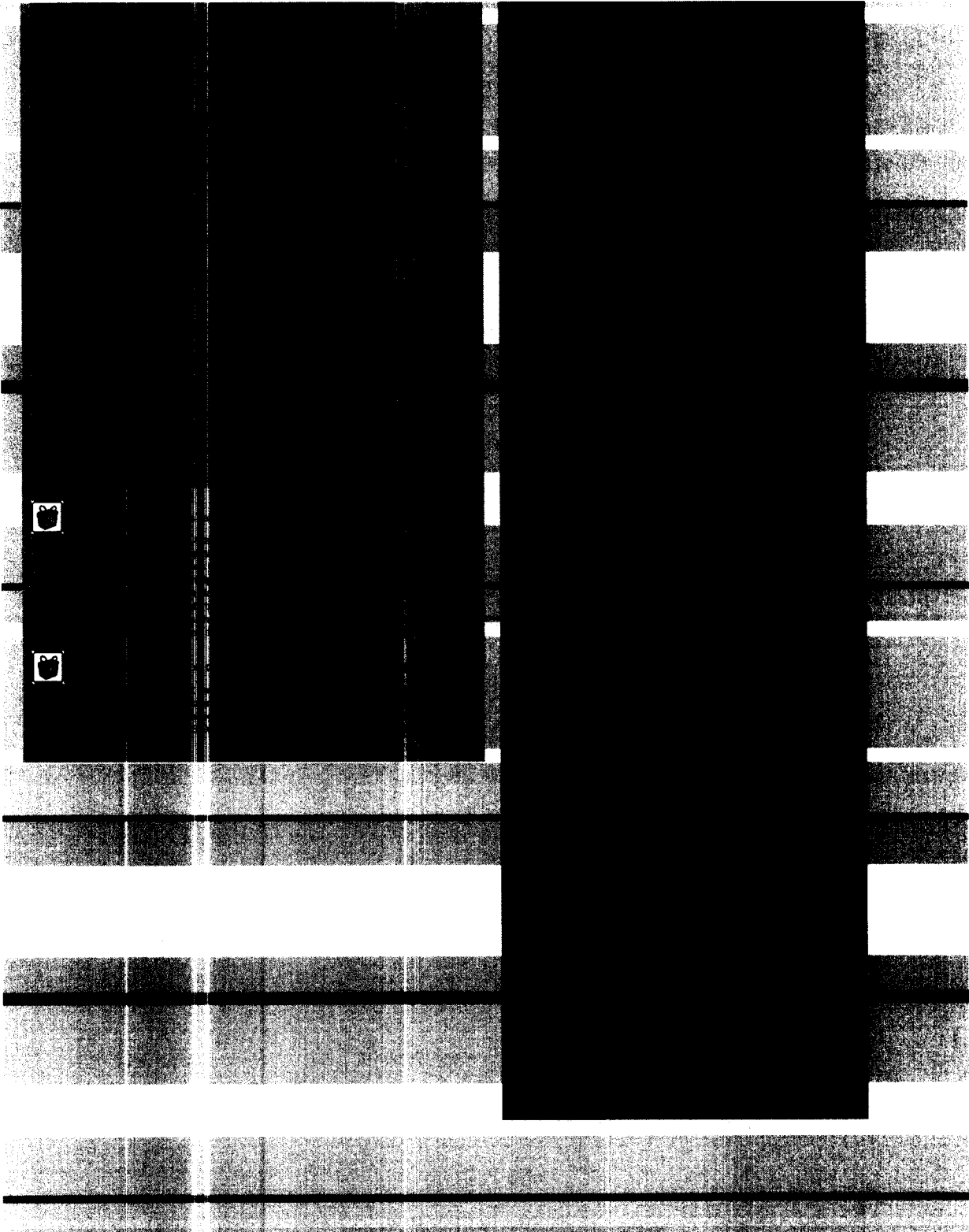
**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

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**O'ghu**

## SHRIMP SHACKS

**NO DRIVE TO THE NORTH SHORE** is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahalu'u to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dishes as Italian-

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is an arm

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**LuckyU 001894**

Fodor's Hawaii 2010 edited by Linda Cabasin, Rachel Klein, Jess Moss, Amanda Theunissen



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CLOSE UP Shrimp Shacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahalu'u to Kahuku. For under \$12, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—

Though it has changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least a half-dozen stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds, much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is one of one of the best of the best.

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CLOSE UP Shrimp Snacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahala'u to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the


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## Shrimp Snacks

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No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Haleiwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—from a truck alongside the road. About the same time, aquaculture was gaining a foothold in nearby Kahuku, with farmers raising sweet, white shrimp and huge, orange-whiskered prawns in shallow freshwater ponds. The ready supply and the success of the first shrimp truck led to many imitators.

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the longest-running aquaculture farms in the area; they sell live shrimp and prawns and farm-raised fish along with excellent plate lunches. The pan-fried shrimp and buttery, locally-raised corn from the bright-yellow Shrimp Shack, parked at The Ching Store on Kamehameha Highway in Punaluu, is first-rate, too.

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Oahu's North Shore Shrimp Trucks

When you're driving around the island of Oahu, you won't want to miss picking up a delicious shrimp lunch at one of the shrimp trucks parked near Kahuku on Oahu's north shore. There are also several roadside stands in this area where fresh cooked shrimp are sold.

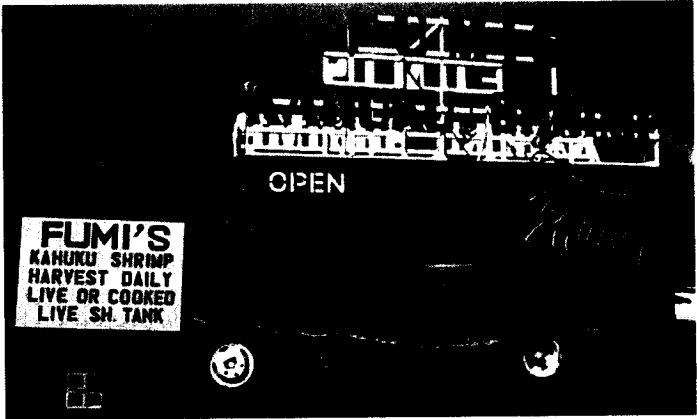


Photo Credit: Kathleen Walling Fry

More Photos

Most of the shrimp trucks on Oahu's north shore are located near the town of Kahuku, which is a well-known shrimp aquaculture area, but you will also find shrimp for sale in several other places along the road between Kualoa and Hale'iwa.

Shrimp plates are ordered at the windows of these shrimp trucks, and it is ususally served with two scoops of rice, and sometimes macaroni salad, a green salad, pineapple slices, and/or a lemon slice. Plain unadorned shrimp is available, but the most popular shrimp plates have garlic, lemon butter, hot and spicy, sweet and spicy, or a soy-based sauce. The last time I ate at a shrimp truck the prices were about \$10-12 USD per plate.



Editor [Kathie Fry](#)

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The shrimp served at these tricks is delicious, but it is also unpeeled, sometimes unveined, and very messy to eat. Be sure pick up plenty of napkins. Some of the shrimp truck locations have covered picnic tables with hawaiian music is playing.

**The Shrimp Trucks**

**Blue Water Shrimp**

This is one of newest shrimp trucks on Oahu's north shore, and it is one of the trucks that participated in the Turtle Bay Resorts 2005 "Battle of the North Shore Shrimp Trucks". Their shrimp plates come with a salad sprinkled with goat cheese and they have several non-shrimp items on their menu.

**Famous Kahuku Shrimp Truck**

This shrimp truck is usually parked in Kahuku, and they offer shrimp with lemon sauce, spicy sauce, and a sweet black pepper sauce. Their menu includes several non-shrimp items.

- [Review of Two North Shore Shrimp Trucks](#)

**Fumi's Kahuku Shrimp and Seafood**

Fumi's brightly painted "Hawaiian sunset" shrimp truck is impossible to miss, and their shrimp plates are simple but delicious. They offer garlic sauce, lemon butter sauce, and a spicy sauce, and plates are served with two scoops of rice, fresh pineapple slices, and a green salad. I have heard that service at some trucks is not friendly, but the people at Fumi's were very and smiling the last time I was there. Fumi's is one of the shrimp trucks that participated in the Turtle Bay Resorts 2005 battle of the North Shore Shrimp Trucks.

- [Photos of Fumi's Kahuku Shrimp Truck](#)

**Giovanni's Shrimp Truck**

Giovanni's graffiti-covered white shrimp truck is the oldest and one of the best known shrimp trucks on Oahu's north shore. They usually parked in Kahuku and Hale'iwa. They are most famous for their garlic shrimp that has large chunks of garlic in the sauce, but they also offer lemon butter and spicy sauces.

- [Giovanni's Aloha Shrimp Truck](#) (Ono Kine Grindz)
- [Review of Two North Shore Shrimp Trucks](#) (Reiki Aloha)
- [Secrets of Hawaii: Giovanni's Shrimp Truck](#) (Port Aloha)
- [Photo and Info About Giovanni's Shrimp Truck](#)

**Macky's Kahuku Sweet Shrimp** This shrimp truck is owned by Macky Chen's Chen-Lu Shrimp Farm. Plates come with two scoops of rice, a pineapple slice, a piece of sweet potato, and a green salad. Macky's was the winner of the 2005 Battle of the Northshore Shrimp Trucks contest that was part of the Turtle Bay Resort's first annual Seafood Festival. The winning shrimp recipe was suppose to be added to the menu at the Turtle Bay Resort, but I have not been able to find out which of Macky's sauces won the competition. Does anybody know? (please send email to hawaiiitravelnewsletter@gmail.com).

**Romy's Kahuku Prawns and Shrimp Hut**  
The owners of this roadside shrimp stand at 56-781 Kamehameha Highway in Kahuku use shrimp from their own aquaculture farm, and they offer the standard garlic and spicy sauces, and also a special asian-style house sauce that includes soy sauce and chile sauce. Their menu includes several non-shrimp items.

**The Shrimp Shack**  
The Shrimp Shack is a bright yellow shrimp truck that is usually parked near Kaya's Store in Punalu'u. Their menu includes shrimp with either garlic sauce or cocktail sauce, and several other items. I have heard that the Shrimp Shack does not use Kahuku shrimp, but instead prefers to use Kauai shrimp.

- Honolulu Star Bulletin Shrimp Shack Article
- 101 Things to Do Shrimp Shack Article

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**The Kahuku Shrimp Truck Scandal**  
In August 2001, 46 year old Connie Aragona was charged with robbery, extortion, and kidnapping because of her efforts to take over Troy Nistche's lucrative north shore shrimp truck business at gunpoint. See also:

- The Grass Skirt Grill in Haleiwa
- More Haleiwa North Shore Oahu Restaurants
- Dining on Oahu

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**Buy this photo** Dick Kettlewell Erin Gray of Rapid City brings out a huge shrimp cocktail at Giovanni's Aloha Shrimp booth in Sturgis. Gray is a recent graduate of the University of South Dakota with majors in

business and mass communications. (Journal photo by Dick Kettlewell)

STURGIS - If you hear a rumble at the rally and it doesn't seem to be coming from the bikes, it might be your stomach.

You won't have to look far in downtown Sturgis to find the usual variety of fare, including everything from Rocky Mountain oysters to sweet potatoes, funnel cakes to spiral fries. But in a place seemingly maxed out with food booths, new vendors try their best to stand out by offering something unique.

There's Hawaiian shrimp cooked Italian-style, German sausage and sauerkraut from Idaho and - hard as this may be to believe - healthful food at a booth set up by a Martin woman.

On Monday, few vendors - food or otherwise - were reporting brisk sales, with crowds noticeably smaller than in the past two years. One-dollar bottles of water seemed to be selling as fast as anything in the

98-degree heat, but it was only the first day of the rally, and plenty of motorcycles still were streaming in from Interstate 90. Fresh-squeezed lemonade, available at several stands, also was popular.

Light rain that fell a couple of times in the afternoon cooled things off for a short time and caused some rallygoers to seek shelter under vendor canopies. Still, Sarah Thornton of Sturgis, working at an espresso booth on Main Street, said she was selling a lot more iced coffee than hot.

One place where business was lively was the Wrigley Field Bar and Grill off Exit 30. File gumbo, made with chicken, sausage and rice, was a popular seller at \$4 per bowl.

Demo rides of the new Harley-Davidson V-Rod performance cruiser were popular nearby, and plenty of people were stopping in for a bowl of the hot and spicy dish from Louisiana. Unlike downtown, there are fewer places in that part of town to get a meal.

Downtown, Connie Aragona brought 10,000 pounds of jumbo shrimp to the rally to introduce her award-winning product - also hot and spicy - to the mainland. "I need to sell them all by Sunday," said Aragona, who has sold Giovanni's Aloha Shrimp from a truck on Oahu's North Shore since 1994. She sells 6,000 pounds of shrimp a month, cooked to order.

Her 1951 Ford truck has become a landmark there, and Aragona and two business partners hope to market their garlic marinade and hot sauce on the mainland.

The shrimp scampi she's selling at the rally is marinated in chopped garlic, olive oil, lemon, butter and white wine, then sauteed, giving it a strong flavor. It's served on a bed of steamed rice with roasted garlic on top. Hot sauce, made using a recipe from Aragona's great-great-grandparents, is optional. The marinade is a recipe Aragona got from her ex-mother-in-law, a native of Naples. Giovanni is Aragona's ex-husband.

Aragona rides a Harley in Hawaii and had always heard about the Sturgis rally. She decided to launch her product's mainland debut here and already is planning to return next year.

A native of Mozambique who is of Portuguese descent, this is Aragona's first time in the Midwest and her



O'ahu - Kahuku: Giovanni's Shrimp Truck ...

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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi**

Giovanni's Shrimp Truck, a graffiti-covered white shrimp truck, is the oldest and one of the best known shrimp trucks on O'ahu's north shore. Usually parked off Kamehameha Highway just past Puuluaana Street in Kahuku, Giovanni's is famous for their shrimp scampi, but also serve a hot and spicy shrimp and a lemon and butter shrimp. Started in 1993 by the Aragona family, Giovanni's was sold to Troy Nitsche in 1997. Giovanni's sells an average of 400 plates of shrimp a day.

## Comments and faves

**Figure 1**

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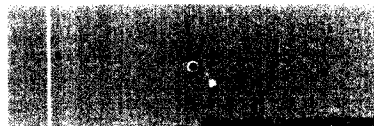
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**Wally Gobetz** • Add Contact

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### Giovanni's Original White Shrimp Truck

Giovanni's Original White Shrimp Truck has been a staple of the Hawaii Shrimp Shack scene since 1963. It was founded by Giovanni's, a family-owned business that has been serving the community for over 50 years. The truck is a classic white pickup truck with a large sign on its side that reads "GIOVANNI'S ORIGINAL WHITE SHRIMP TRUCK". The truck is parked in front of a building with a sign that says "SHRIMP SHACKS".

The truck is a classic white pickup truck with a large sign on its side that reads "GIOVANNI'S ORIGINAL WHITE SHRIMP TRUCK". The truck is parked in front of a building with a sign that says "SHRIMP SHACKS".

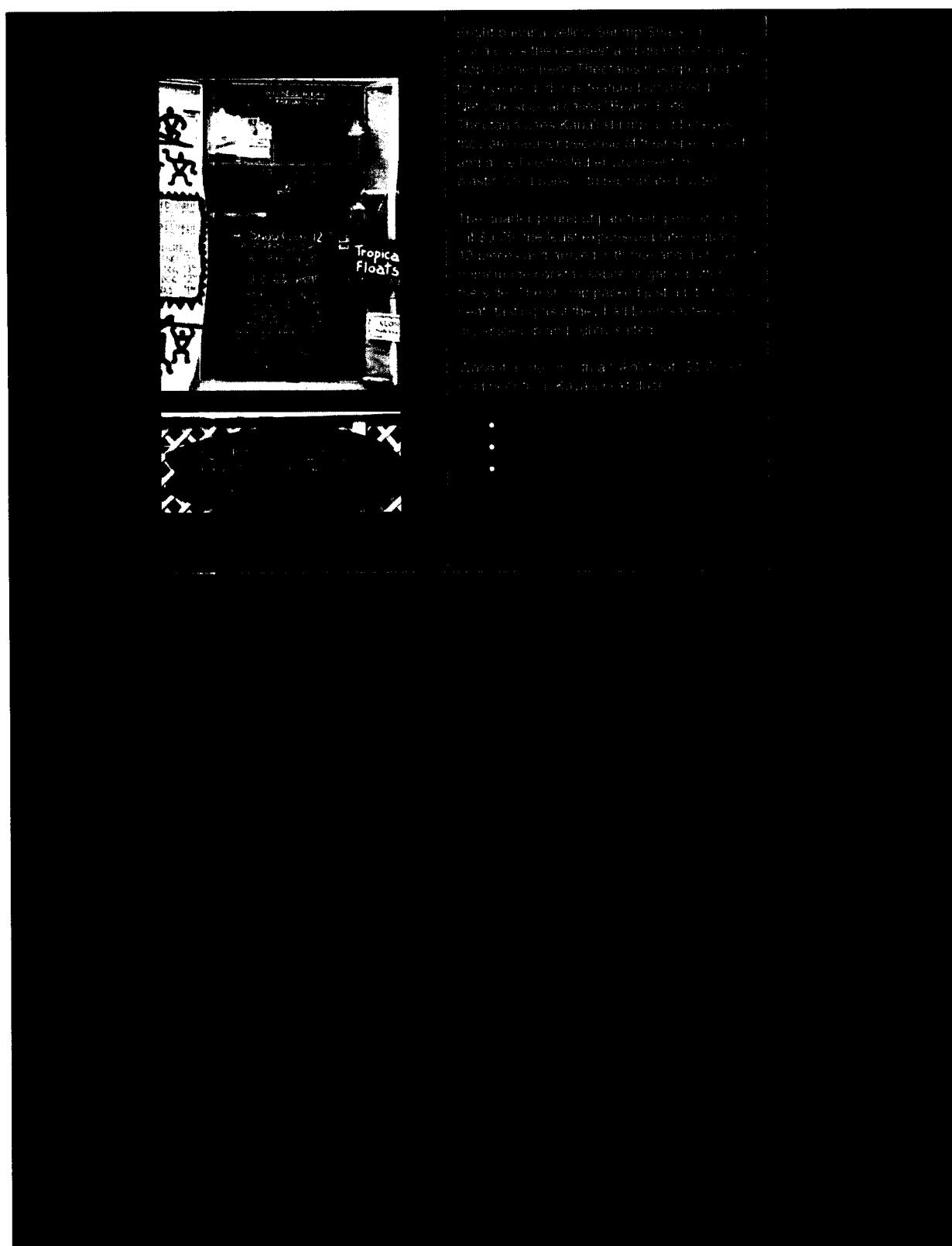
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About Giovanni's Aloha Foods and Famous Shrimp Sauce!

**What began as an unknown, white shrimp truck on Oahu, Hawaii's North Shore —  
Became a Legend ...**

Known for it's succulent shrimp morsels served up hot and tasty, Giovanni's Aloha Foods has been pleasing palettes since 1997. Giovanni's Hot & Spicy Sauce, a sauce almost as hot as volcanic lava, has been known to bring customers to their knees; while the mild, but flavor-packed, Giovanni's Scampi Marinade has brought nothing but delight to customers. AND NOW YOU CAN BUY IT IN A BOTTLE!



**Our Customers Say**

"Our friend told us to stop at the "White Shrimp Truck" in Kahuku, and we're glad we did! The garlic scampi was our family's overall favorite, and I loved the Hot & Spicy, I really mean it! I collect hot sauce from all over the place, Barbados to Belize, Louisiana to Los Angeles, and your secret African Roots and spice are truly unique. I can't wait till you start bottling it."

— Eddie, Terry & Jacob Coleman,  
Venice, Calif.

"Thanks for serving some of Oahu's finest, tastiest, freshest shrimp scampi. We really enjoyed dining daily at the white shrimp truck, during our recent vacation. Your shrimp is the BEST!"

— Harry & Rochelle Pillion, University Heights,

"We think your shrimp scampi is the best we have eaten anywhere."

— Jim & Mary Jane West Lufkin, Texas

"You have been one of "A list" stops on our list of must see sights on Oahu. As always it was the most scrumptious meal."

— Lou Harris San Mateo, California

"Still looking forward to seeing you and having your famous shrimp sauces."

— Gerda Vienna, Austria

"I miss talking to you and eating your incredible shrimp. I'll see you soon in paradise."

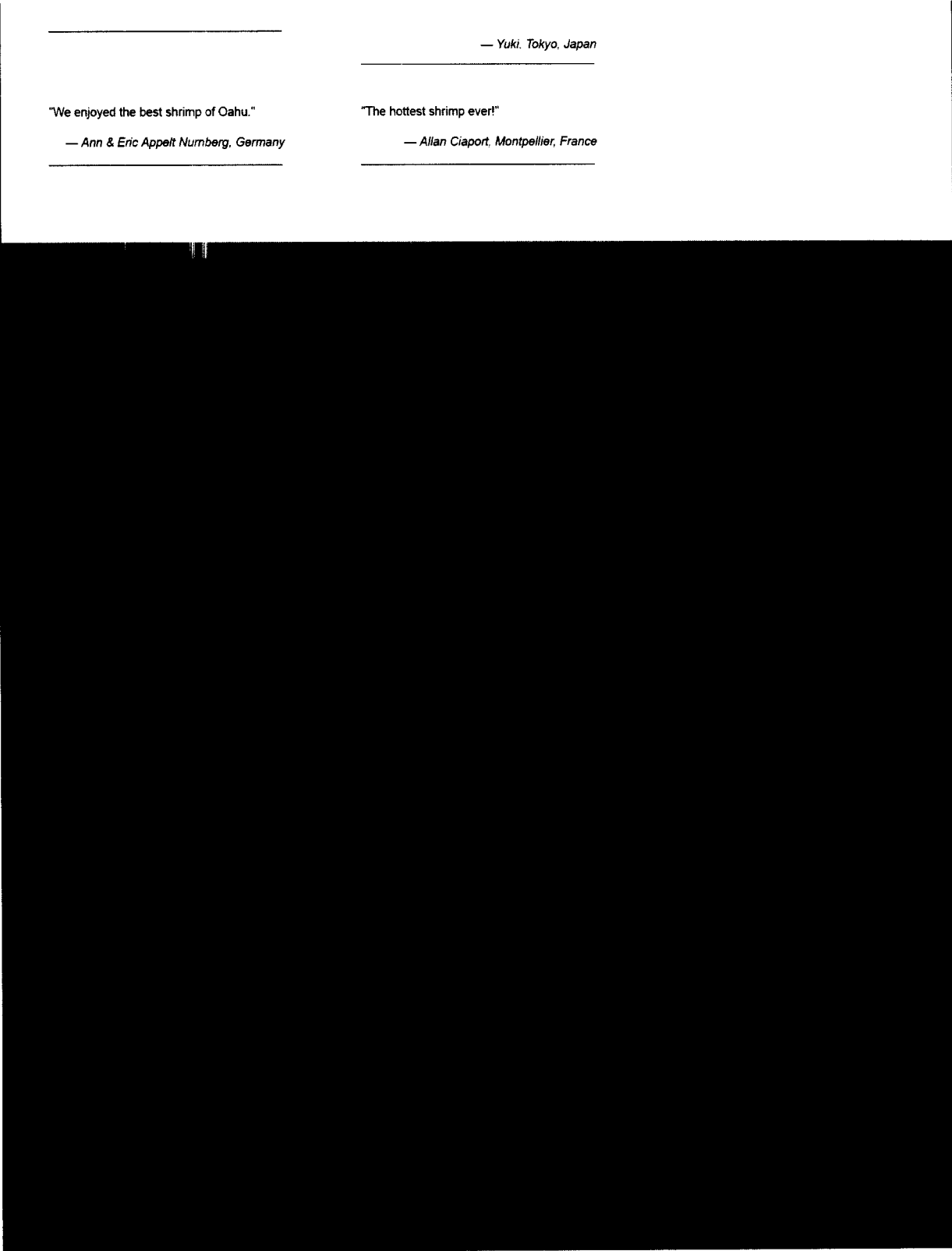
— Yasser Alexandria, Egypt

"The thing I miss most is my shrimp fix."

— Pat & Clyde Jacobs Vancouver, Canada

"Best shrimp ever!"

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# What's a drive in the country without shrimp?

*Editor's note: Today we introduce our new restaurant critic, Helen Wu, a graduate of the University of Hawai'i (Asian studies) and of the Kapi'olani Community College culinary arts program, where she received outstanding- student and culinary-excellence awards, and also wrote for Kapio, the student journal. Wu wrote for The Advertiser while in school, as well.*

By Helen Wu  
Advertiser Restaurant Critic

No drive to the North Shore is complete without a meal at one of the shrimp stands that have sprouted along the highway as a result of the development of aquaculture farms here. These are now are some of the most recognized dining spots in an area of the island not known for food.

My mission was to compare and contrast the shrimp shacks, and I brought my mother (a self-professed shrimp fanatic who can suck in a whole shrimp, head and all, and just spit out the shell). During two forays, we tried garlic butter scampi-style shrimp plates at a half-dozen spots. One caution: Shrimp shacks come and go, and hours vary. Be flexible.

**Shrimp Shack**  
Bright banana-yellow Shrimp Shack in Punalu'u is the cleanest and quaintest shrimp stop. Owner Irene Theofanis has operated it for six years and was featured on a Food Network special called "Beach Eats." Theofanis uses Kaua'i shrimp and believes they are cleaner because of their special diet and a well-controlled environment in plastic-lined pens with recirculated water.

The quarter-pound of pan-fried garlic shrimp (at \$9.75, the least expensive plate) equaled 12 pieces and arrived with rice and a choice of homemade cocktail sauce or garlic butter on the side. The shrimp packed just a bit of spicy heat, tasting as if they had been saut'ed in a dry spice rub and lightly salted. Wash it all down with a liliko'i float (\$1.75) or a cold beer from Kaya's next door.

**Also on the menu:** snow crab legs (\$12.75); mussels (\$8.25); chili rice (\$3.50); hot dog (\$2); Kahuku corn on a stick (\$2).

**Ambience:** 11 shaded wooden picnic tables on a manicured lawn. Hawaiian music wafts in the background.



At Romy's Kahuku Prawns & Shrimp Hut, after the big crustaceans are put on the plate, a sauce loaded with saut'ed garlic chunks is ladled on. The shrimp and prawns are harvested daily from ponds. Deborah Booker - The Honolulu Advertiser

## Giovanni's Original White Shrimp Truck

The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore shrimp stops is the oldest and best known, making Saveur magazine's 100 list for 2004. Started by the Aragona family, Giovanni's was sold to current owner Troy Nitsche in 1997. By the time you read this, a new, modernized shrimp truck will have replaced the old one in Kahuku. New graffiti already are beginning to decorate it.

The traditional-style shrimp scampi plate (\$11) had 12 de-veined Neighbor Island shrimps swimming in a succulent, mildly spicy sauce. We couldn't help eating all of the sauce-soaked two scoops of rice even though we were starting to feel the effects of the shrimp and butter. Lots of garlic chunks in the sauce and a huge lemon wedge offer extra flavor. It's easy to see why Giovanni's sells an average of 400 plates a day.

**Also on the menu:** hot and spicy and lemon butter saut'ed shrimp. Half plates, \$6.

**Ambience:** at Kahuku location, six shaded plastic picnic tables set on gravel with requisite Hawaiian music. The Hale'iwa site offers three tables but no shade.

## Famous Kahuku Shrimp Truck

The Famous Kahuku Shrimp Truck is nearly a twin of Giovanni's but with an Asian spin. Owner

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## LETTER OF PROTEST MEMORANDUM

DATE: August 15, 2011

TO: Skye Young  
Examining Attorney  
Law Office 117

FROM: Jennifer Chicowski  
Office of the Deputy Commissioner for  
Trademark Examination Policy

SUBJECT: Letter of protest concerning Application Serial No. 85-219363 for the mark  
"GIOVANNI'S ORIGINAL SCAMP SAUCE" for "Cooking sauces; Flavourings  
for foods" in International Class 30.

A letter of protest filed before publication has been accepted because the evidence submitted by the protester is relevant and may support a reasonable ground for refusal appropriate in *ex parte* examination. Therefore, you must consider the following and make an independent determination whether to issue a requirement or refusal based on the objections raised in the letter of protest:

Possible false suggestion of a connection with John "Giovanni" Aragona under Section 2(a), 15 U.S.C. §1052(a), and/or lack of consent of John "Giovanni" Aragona under Section 2(c), 15 U.S.C. §1052(c).

Please see the attached evidence of Mr. Aragona's mobile shrimp truck "Giovanni's Original Shrimp Truck" and menu items sold under the name "Giovanni's Aloha Shrimp." Please also see the attached copies from a website featuring retail sales of sauces from Giovanni's Aloha Foods, including Scampi Marinade and Hot & Spicy Sauce.

*NOTE: The acceptance of a letter of protest filed before publication is not a legal determination by the USPTO of registrability, nor is it meant to compromise the integrity of the ex parte examination process. It merely serves to bring the submitted evidence to the attention of the examining attorney, who determines whether a refusal or requirement should be raised or ultimately made final.*

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giovanni aloha shrimp "Aragona"

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Aug 24, 2001 ... According to the affidavit, **Aragona** met with Nistche at **Giovanni's Aloha Shrimp** on Waihona Street on Sunday and demanded that he sell back ...  
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**honoluluadvertiser.com**  
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**'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
According to the Hawaii DCCA website, **Giovanni's Aloha Shrimp**, LLC is owned by Connie **Aragona** and James Goodrich. BTW...thanks for the link to the pipiri ...  
onokinegrindz.typepad.com/ono\_kine.../giovannis\_shrim.html?cid... - Cached

**Shrimp Trucks of Oahu's North Shore**  
**Giovanni's Aloha Shrimp** Truck (Ono Kine Grindz); Review of Two North Shore **Shrimp** ... In August 2001, 46 year old Connie **Aragona** was charged with robbery, ...  
www.hawaiiiforvisitors.com/oahu/.../kahuku-shrimp-trucks.htm - Cached - Similar

**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi | Flickr ...**  
Started in 1993 by the **Aragona** family, **Giovanni's** was sold to Troy Nitsche in 1997. **Giovanni's** sells an average of 400 plates of **shrimp** a day. ...  
www.flickr.com/photos/wallyg/4773177246/ - Cached

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www.mauielectric.com/.../menuitem.33c4127d7938fd26dce8d210c510b1ca/?... - Cached

**Fiery Foods and Barbecue SuperSite - Hawaii: Honolulu Heat**  
There I had a lunch of spicy **shrimp** out of **Giovanni's Shrimp** Truck. It turns out that Portuguese owner Connie **Aragona** is from Mozambique, Africa, ...  
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Giovanni's Aloha Shrimp, Kahuku - find photos, descriptions, maps, reviews, and expert advice on Yahoo! Travel.

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May 31, 2004 ... Giovanni's Aloha Shrimp Today was a wonderful day to take a drive to the North Shore. Why? Because it was a holiday and I didn't have to go ...

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Giovanni's Aloha Shrimp

Giovanni's Aloha Shrimp in Pahoa is the first sit-down Giovanni's location and the third in the state of Hawaii.

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Giovanni's Aloha Shrimp #2 | Flickr - Photo Sharing!

Roadside shrimp stands such as these are an institution on the north shore of O'ahu.

Giovanni's in Kahaku sells an average of 400 plates a day, each with 12 ...

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Giovanni's Aloha Shrimp | North Shore, Kahuku | Hawaii Restaurants ...

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Giovanni's Aloha Shrimp Restaurant Reviews and Tips - Kahuku

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Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...

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archives.starbulletin.com/2001/08/24/news/story2.html - Cached - Similar

'Ono Kine Grindz: Giovanni's Aloha Shrimp

i love the **giovanni's hot** and spicy **sauce**. but i live in arizona and have ... **Giovanni's** Aloha Shrimp, LLC is owned by Connie **Aragona** and James Goodrich. ...

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Fans of Giovanni's Original White Shrimp Truck Kahuku, HI ...

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www.rapidcityjournal.com/article\_e40ebd3a-996e-5fd1-b1ac-e81150e53985.html

What's a drive in the country without shrimp? - Honolulu Advertiser

Sep 24, 2004 ... Started by the **Aragona** family, **Giovanni's** was sold to current owner Troy Nitsche in ... with either a garlic glaze or sweet and **hot sauce**. ...

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Fiery Foods and Barbecue SuperSite - Hawaii: Honolulu Heat

I pushed on and went to the **hot sauces**. I was incinerated by a shot of North Shore's ... There I had a lunch of spicy shrimp out of **Giovanni's** Shrimp Truck. It turns out that Portuguese owner Connie **Aragona** is from Mozambique, Africa, ...

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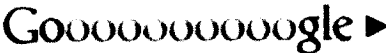
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The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—

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Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the




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The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Haleiwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—from a truck alongside the road. About the same time, aquaculture was gaining a foothold in nearby Kahuku, with farmers raising sweet, white shrimp and huge, orange-whiskered prawns in shallow freshwater ponds. The ready supply and the success of the first shrimp truck led to many imitators.

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds, much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the longest-running aquaculture farms in the area; they sell live shrimp and prawns and farm-raised fish along with excellent plate lunches. The pan-fried shrimp and buttery, locally-raised corn from the bright-yellow Shrimp Shack, parked at The Ching Store on Kamehameha Highway in Punaluu, is first-rate, too.

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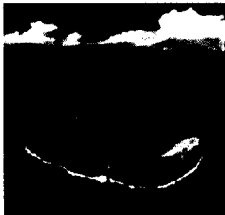
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Oahu's North Shore Shrimp Trucks

When you're driving around the island of Oahu, you won't want to miss picking up a delicious shrimp lunch at one of the shrimp trucks parked near Kahuku on Oahu's north shore. There are also several roadside stands in this area where fresh cooked shrimp are sold.

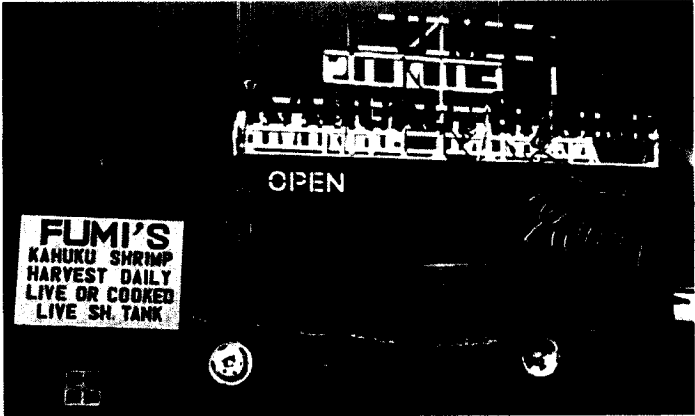
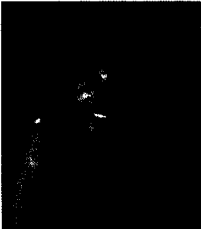


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Most of the shrimp trucks on Oahu's north shore are located near the town of Kahuku, which is a well-known shrimp aquaculture area, but you will also find shrimp for sale in several other places along the road between Kualoa and Hale'iwa.

Shrimp plates are ordered at the windows of these shrimp trucks, and it is usually served with two scoops of rice, and sometimes macaroni salad, a green salad, pineapple slices, and/or a lemon slice. Plain unadorned shrimp is available, but the most popular shrimp plates have garlic, lemon butter, hot and spicy, sweet and spicy, or a soy-based sauce. The last time I ate at a shrimp truck the prices were about \$10-12 USD per plate.



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The shrimp served at these tricks is delicious, but it is also unpeeled, sometimes unveined, and very messy to eat. Be sure pick up plenty of napkins. Some of the shrimp truck locations have covered picnic tables with hawaiian music is playing.

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## The Shrimp Trucks

**Blue Water Shrimp**  
This is one of newest shrimp trucks on Oahu's north shore, and it is one of the trucks that participated in the Turtle Bay Resorts 2005 "Battle of the North Shore Shrimp Trucks". Their shrimp plates come with a salad sprinkled with goat cheese and they have several non-shrimp items on their menu.

**Famous Kahuku Shrimp Truck**  
This shrimp truck is usually parked in Kahuku, and they offer shrimp with lemon sauce, spicy sauce, and a sweet black pepper sauce. Their menu includes several non-shrimp items.

- [Review of Two North Shore Shrimp Trucks](#)

**Fumi's Kahuku Shrimp and Seafood**  
Fumi's brightly painted "Hawaiian sunset" shrimp truck is impossible to miss, and their shrimp plates are simple but delicious. They offer garlic sauce, lemon butter sauce, and a spicy sauce, and plates are served with two scoops of rice, fresh pineapple slices, and a green salad. I have heard that service at some trucks is not friendly, but the people at Fumi's were very and smiling the last time I was there. Fumi's is one of the shrimp trucks that participated in the Turtle Bay Resorts 2005 battle of the North Shore Shrimp Trucks.

- [Photos of Fumi's Kahuku Shrimp Truck](#)

**Giovanni's Shrimp Truck**  
Giovanni's graffiti-covered white shrimp truck is the oldest and one of the best known shrimp trucks on Oahu's north shore. They usually parked in Kahuku and Hale'iwa. They are most famous for their garlic shrimp that has large chunks of garlic in the sauce, but they also offer lemon butter and spicy sauces.

- [Giovanni's Aloha Shrimp Truck](#) (Ono Kine Grindz)
- [Review of Two North Shore Shrimp Trucks](#) (Reiki Aloha)
- [Secrets of Hawaii: Giovanni's Shrimp Truck](#) (Port Aloha)
- [Photo and Info About Giovanni's Shrimp Truck](#)

**Macky's Kahuku Sweet Shrimp** This shrimp truck is owned by Macky Chen's Chen-Lu Shrimp Farm. Plates come with two scoops of rice, a pineapple slice, a piece of sweet potato, and a green salad. Macky's was the winner of the 2005 Battle of the Northshore Shrimp Trucks" contest that was part of the Turtle Bay Resort's first annual Seafood Festival. The winning shrimp recipe was suppose to be added to the menu at the Turtle Bay Resort, but I have not been able to find out which of Macky's sauces won the competition. Does anybody know? (please send email to hawaiiittravelnewsletter@gmail.com).

**Romy's Kahuku Prawns and Shrimp Hut**

The owners of this roadside shrimp stand at 56-781 Kamehameha Highway in Kahuku use shrimp from their own aquaculture farm, and they offer the standard garlic and spicy sauces, and also a special asian-style house sauce that includes soy sauce and chile sauce. Their menu includes several non-shrimp items.

**The Shrimp Shack**

The Shrimp Shack is a bright yellow shrimp truck that is usually parked near Kaya's Store in Punalu'u. Their menu includes shrimp with either garlic sauce or cocktail sauce, and several other items. I have heard that the Shrimp Shack does not use Kahuku shrimp, but instead prefers to use Kauai shrimp.

- Honolulu Star Bulletin Shrimp Shack Article
- 101 Things to Do Shrimp Shack Article

---

**The Kahuku Shrimp Truck Scandal**

In August 2001, 46 year old Connie Aragona was charged with robbery, extortion, and kidnapping because of her efforts to take over Troy Nistche's lucrative north shore shrimp truck business at gunpoint. See also:

- The Grass Skirt Grill in Haleiwa
- More Haleiwa North Shore Oahu Restaurants
- Dining on Oahu

---

**Related Links**

Oahu Island - Main Menu  
Islands of Hawaii  
Hawaii for Visitors

**Elsewhere on the Web**

Photos of Fumi's Kahuku Shrimp Truck  
2005 Kahuku Shrimp Truck Competition  
What's a Drive in the Country Without Shrimp?  
Shrimp Trucks are Cited for Illegal Sales  
Hawaii's Roadside Stands: Cruisin' Cuisine  
Hawaii's Roadside Stands: Are They Legal?

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## Rally eats eclectic treats

- Story

Rally eats eclectic treats

Lori Myrland, Journal Staff Writer Rapid City Journal | Posted: Sunday, August 5, 2001 11:00 pm


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 Dick Kettlewell Erin Gray of Rapid City brings out a huge shrimp cocktail at Giovanni's Aloha Shrimp booth in Sturgis. Gray is a recent graduate of the University of South Dakota with majors in

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business and mass communications. (Journal photo by Dick Kettlewell)

STURGIS - If you hear a rumble at the rally and it doesn't seem to be coming from the bikes, it might be your stomach.

You won't have to look far in downtown Sturgis to find the usual variety of fare, including everything from Rocky Mountain oysters to sweet potatoes, funnel cakes to spiral fries. But in a place seemingly maxed out with food booths, new vendors try their best to stand out by offering something unique.

There's Hawaiian shrimp cooked Italian-style, German sausage and sauerkraut from Idaho and - hard as this may be to believe - healthful food at a booth set up by a Martin woman.

On Monday, few vendors - food or otherwise - were reporting brisk sales, with crowds noticeably smaller than in the past two years. One-dollar bottles of water seemed to be selling as fast as anything in the

98-degree heat, but it was only the first day of the rally, and plenty of motorcycles still were streaming in from Interstate 90. Fresh-squeezed lemonade, available at several stands, also was popular.

Light rain that fell a couple of times in the afternoon cooled things off for a short time and caused some rallygoers to seek shelter under vendor canopies. Still, Sarah Thornton of Sturgis, working at an espresso booth on Main Street, said she was selling a lot more iced coffee than hot.

One place where business was lively was the Wrigley Field Bar and Grill off Exit 30. File gumbo, made with chicken, sausage and rice, was a popular seller at \$4 per bowl.

Demo rides of the new Harley-Davidson V-Rod performance cruiser were popular nearby, and plenty of people were stopping in for a bowl of the hot and spicy dish from Louisiana. Unlike downtown, there are fewer places in that part of town to get a meal.

Downtown, Connie Aragona brought 10,000 pounds of jumbo shrimp to the rally to introduce her award-winning product - also hot and spicy - to the mainland. "I need to sell them all by Sunday," said Aragona, who has sold Giovanni's Aloha Shrimp from a truck on Oahu's North Shore since 1994. She sells 6,000 pounds of shrimp a month, cooked to order.

Her 1951 Ford truck has become a landmark there, and Aragona and two business partners hope to market their garlic marinade and hot sauce on the mainland.

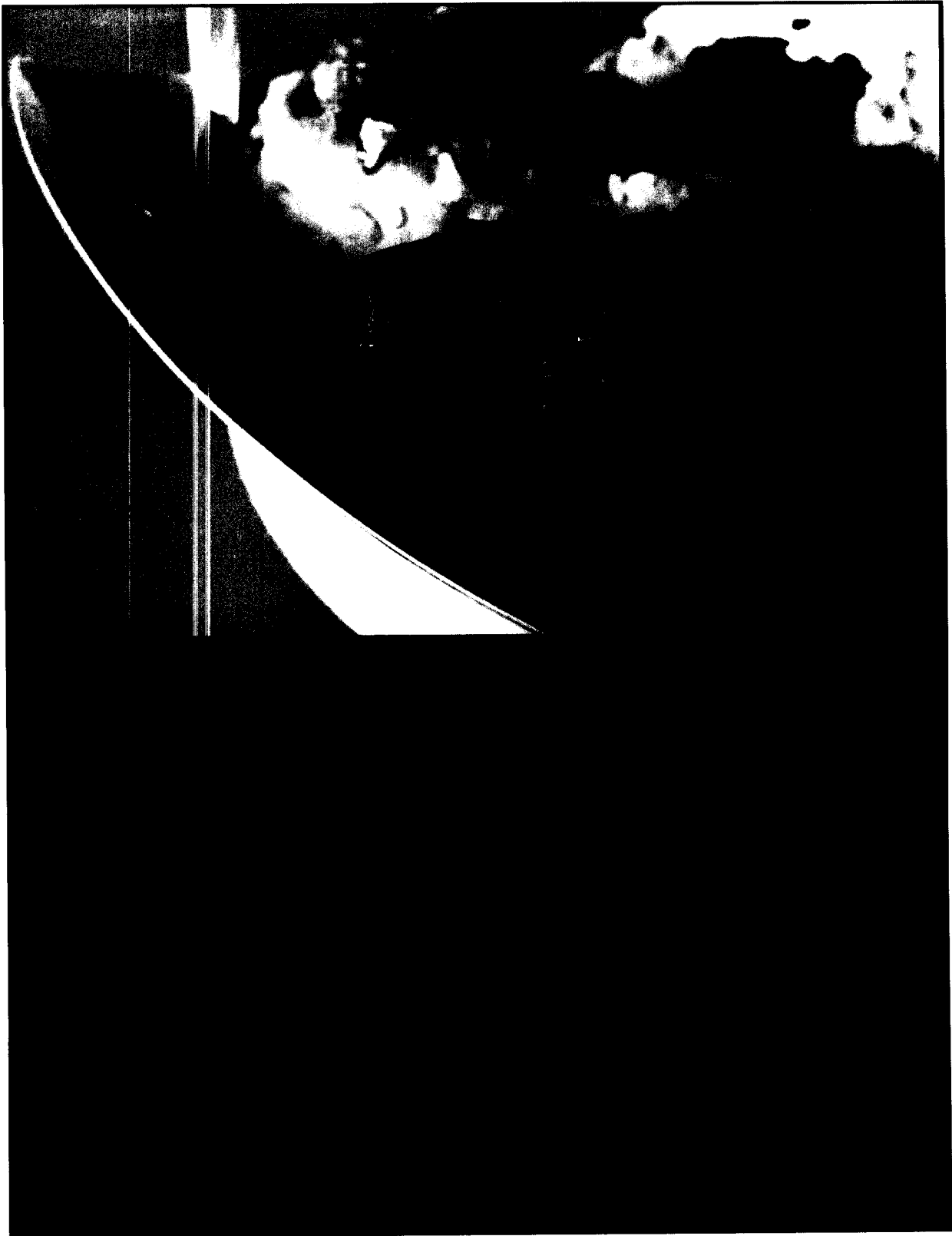
The shrimp scampi she's selling at the rally is marinated in chopped garlic, olive oil, lemon, butter and white wine, then sauteed, giving it a strong flavor. It's served on a bed of steamed rice with roasted garlic on top. Hot sauce, made using a recipe from Aragona's great-great-grandparents, is optional. The marinade is a recipe Aragona got from her ex-mother-in-law, a native of Naples. Giovanni is Aragona's ex-husband.

Aragona rides a Harley in Hawaii and had always heard about the Sturgis rally. She decided to launch her product's mainland debut here and already is planning to return next year.

A native of Mozambique who is of Portuguese descent, this is Aragona's first time in the Midwest and her



**LuckyU 001937**



O'ahu - Kahuku: Giovanni's Shrimp Truck ...

<http://flickrriver.com/photos/wallyg/47725...>

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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi**

Giovanni's Shrimp Truck, a graffiti-covered white shrimp truck, is the oldest and one of the best known shrimp trucks on O'ahu's north shore. Usually parked off Kamehameha Highway just past Puuulana Street in Kahuku, Giovanni's is famous for their shrimp scampi, but also serve a hot and spicy shrimp and a lemon and butter shrimp. Started in 1993 by the Aragona family, Giovanni's was sold to Troy Nitsche in 1997. Giovanni's sells an average of 400 plates of shrimp a day.

## Comments and faves

**■ ■ ■**

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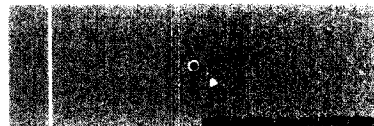
## PREVIEW

**POST COMMENT**

 By wallyg

By wallyg  
Wally Gobetz + Add Contact

This photo was taken on May 25, 2010 in Kahuku Ahupua'a, Kahuku, HI, US, using a Canon PowerShot SD1400 IS.



106 views

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wallyg's photostream



This photo also appears in

► O'ahu: East and North Coast

- ▶ Food Porn

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Giovanni's Original White Shrimp Truck

For over 40 years, this institution has been a staple of the local food scene. The truck is a sight to behold, with its white paint and red lettering. It's a reminder of the old days when a good meal was just a few blocks away.

The truck is a sight to behold, with its white paint and red lettering. It's a reminder of the old days when a good meal was just a few blocks away.

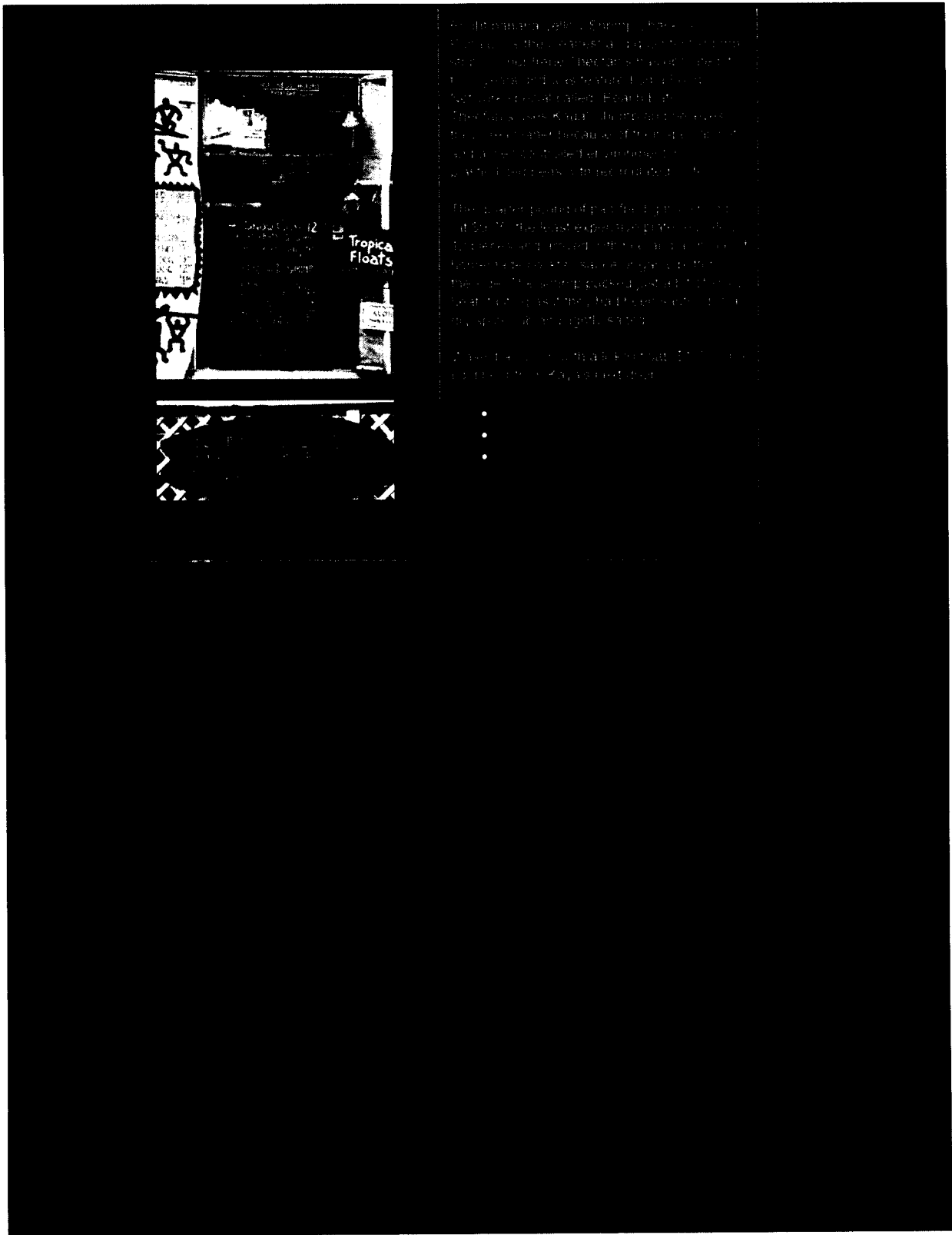
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ALoha FOODS

What began as an unknown ramp track on Oahu's North Shore

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**Giovanni's Scampi Marinade**  
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\$7.95

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What began as an unknown shrimp truck on Oahu, North Shore

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About Giovanni's Aloha Foods and Famous Shrimp Sauce!

**What began as an unknown, white shrimp truck on Oahu, Hawaii's North Shore —  
Became a Legend ...**

**Known** for it's succulent shrimp morsels served up hot and tasty, Giovanni's Aloha Foods has been pleasing palettes since 1997. Giovanni's Hot & Spicy Sauce, a sauce almost as hot as volcanic lava, has been known to bring customers to their knees; while the mild, but flavor-packed, Giovanni's Scampi Marinade has brought nothing but delight to customers. AND NOW YOU CAN BUY IT IN A BOTTLE!



**Our Customers Say**

"Our friend told us to stop at the "White Shrimp Truck" in Kahuku, and we're glad we did! The garlic scampi was our family's overall favorite, and I loved the Hot & Spicy, I really mean it! I collect hot sauce from all over the place, Barbados to Belize, Louisiana to Los Angeles, and your secret African Roots and spice are truly unique. I can't wait till you start bottling it."

— Eddie, Terry & Jacob Coleman,  
Venice, Calif.

"Thanks for serving some of Oahu's finest, tastiest, freshest shrimp scampi. We really enjoyed dining daily at the white shrimp truck, during our recent vacation. Your shrimp is the BEST!"

— Harry & Rochelle Pillion, University Heights,

"We think your shrimp scampi is the best we have eaten anywhere."

— Jim & Mary Jane West Lufkin, Texas

"You have been one of "A list" stops on our list of must see sights on Oahu As always it was the most scrumptious meal."

— Lou Harris San Mateo, California

"Still looking forward to seeing you and having your famous shrimp sauces."

— Gerda Vienna, Austria

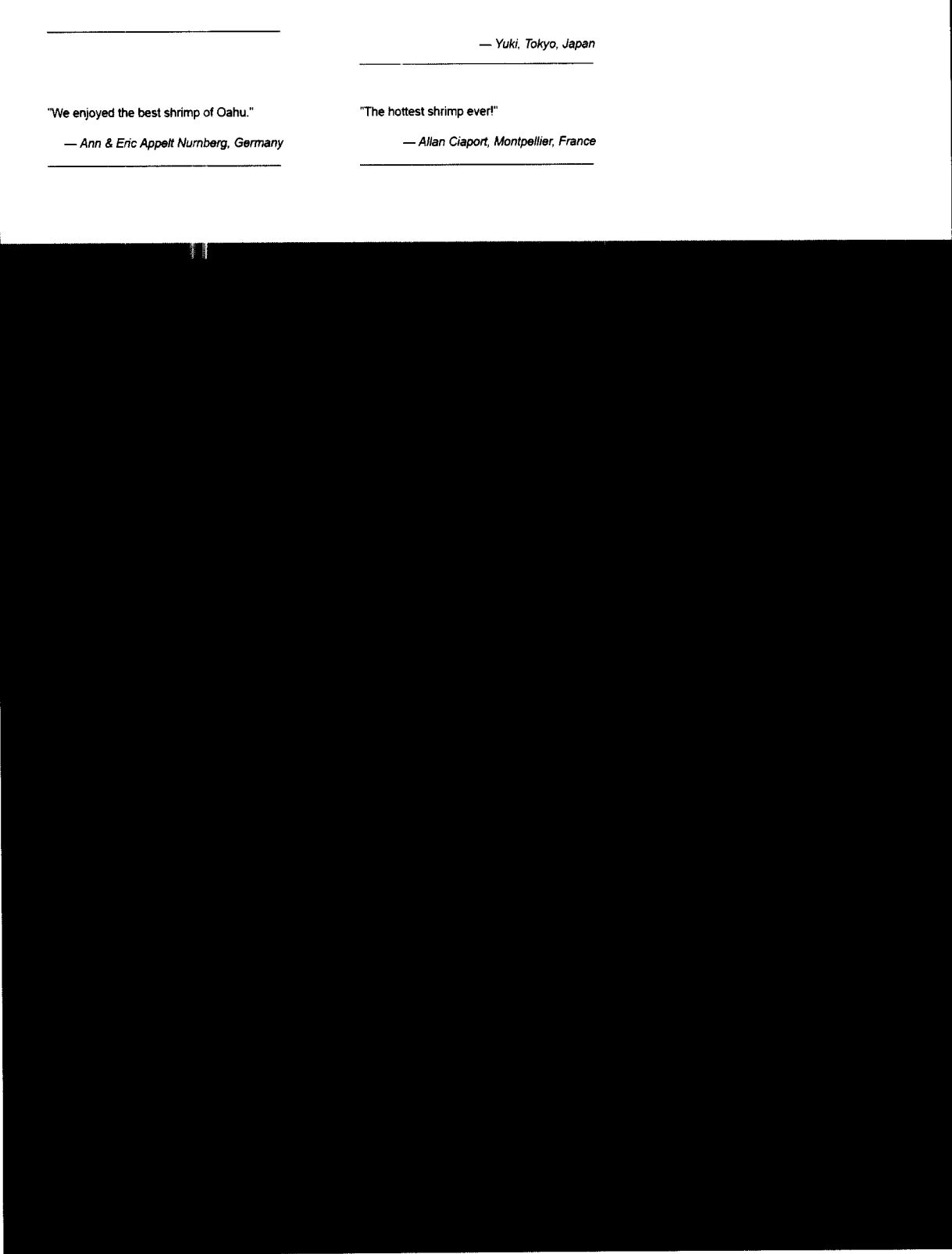
"I miss talking to you and eating your incredible shrimp. I'll see you soon in paradise."

— Yasser Alexandria, Egypt

"The thing I miss most is my shrimp fix."

— Pat & Clyde Jacobs Vancouver, Canada

"Best shrimp ever!"



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Posted on: Friday, September 24, 2004

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## What's a drive in the country without shrimp?

*Editor's note: Today we introduce our new restaurant critic, Helen Wu, a graduate of the University of Hawai'i (Asian studies) and of the Kapi'olani Community College culinary arts program, where she received outstanding- student and culinary-excellence awards, and also wrote for Kapio, the student journal. Wu wrote for The Advertiser while in school, as well.*

By Helen Wu  
Advertiser Restaurant Critic

No drive to the North Shore is complete without a meal at one of the shrimp stands that have sprouted along the highway as a result of the development of aquaculture farms here. These are now are some of the most recognized dining spots in an area of the island not known for food.

My mission was to compare and contrast the shrimp shacks, and I brought my mother (a self-professed shrimp fanatic who can suck in a whole shrimp, head and all, and just spit out the shell). During two forays, we tried garlic butter scampi-style shrimp plates at a half-dozen spots. One caution: Shrimp shacks come and go, and hours vary. Be flexible.

### Shrimp Shack

Bright banana-yellow Shrimp Shack in Punalu'u is the cleanest and quaintest shrimp stop. Owner Irene Theofanis has operated it for six years and was featured on a Food Network special called "Beach Eats." Theofanis uses Kaua'i shrimp and believes they are cleaner because of their special diet and a well-controlled environment in plastic-lined pens with recirculated water.

The quarter-pound of pan-fried garlic shrimp (at \$9.75, the least expensive plate) equaled 12 pieces and arrived with rice and a choice of homemade cocktail sauce or garlic butter on the side. The shrimp packed just a bit of spicy heat, tasting as if they had been sautUed in a dry spice rub and lightly salted. Wash it all down with a liliko'i float (\$1.75) or a cold beer from Kaya's next door.

**Also on the menu:** snow crab legs (\$12.75); mussels (\$8.25); chili rice (\$3.50); hot dog (\$2); Kahuku corn on a stick (\$2).

**Ambience:** 11 shaded wooden picnic tables on a manicured lawn. Hawaiian music wafts in the background.

### Giovanni's Original White Shrimp Truck

The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore shrimp stops is the oldest and best known, making Saveur magazine's 100 list for 2004. Started by the Aragona family, Giovanni's was sold to current owner Troy Nitsche in 1997. By the time you read this, a new, modernized shrimp truck will have replaced the old one in Kahuku. New graffiti already are beginning to decorate it.

The traditional-style shrimp scampi plate (\$11) had 12 de-veined Neighbor Island shrimps swimming in a succulent, mildly spicy sauce. We couldn't help eating all of the sauce-soaked two scoops of rice even though we were starting to feel the effects of the shrimp and butter. Lots of garlic chunks in the sauce and a huge lemon wedge offer extra flavor. It's easy to see why Giovanni's sells an average of 400 plates a day.

**Also on the menu:** hot and spicy and lemon butter sautUed shrimp. Half plates, \$6.

**Ambience:** at Kahuku location, six shaded plastic picnic tables set on gravel with requisite Hawaiian music. The Hale'iwa site offers three tables but no shade.

### Famous Kahuku Shrimp Truck

The Famous Kahuku Shrimp Truck is nearly a twin of Giovanni's but with an Asian spin. Owner



At Romy's Kahuku Prawns & Shrimp Hut, after the big crustaceans are put on the plate, a sauce loaded with sautUed garlic chunks is ladled on. The shrimp and prawns are harvested daily from ponds. Deborah Booker • The Honolulu Advertiser

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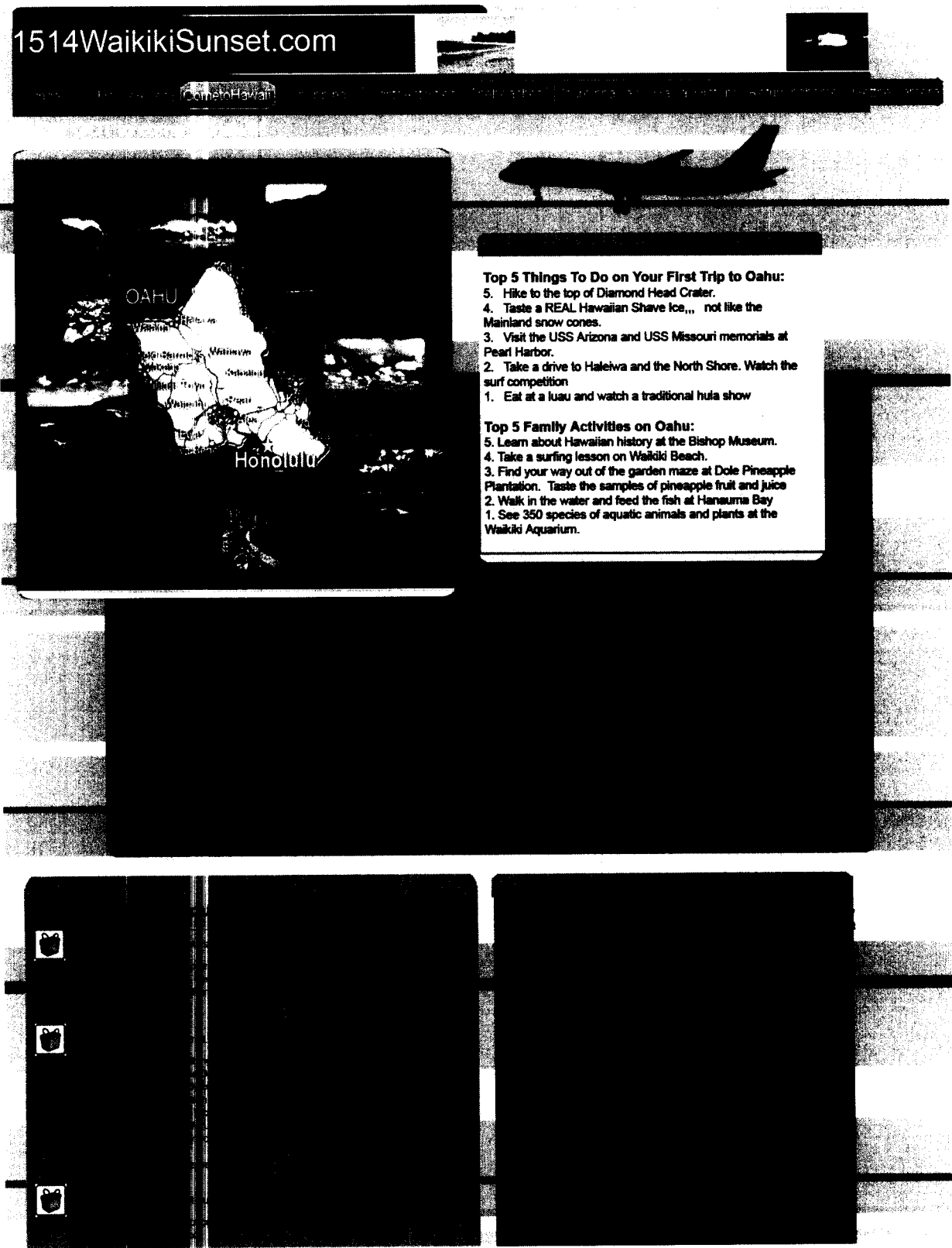


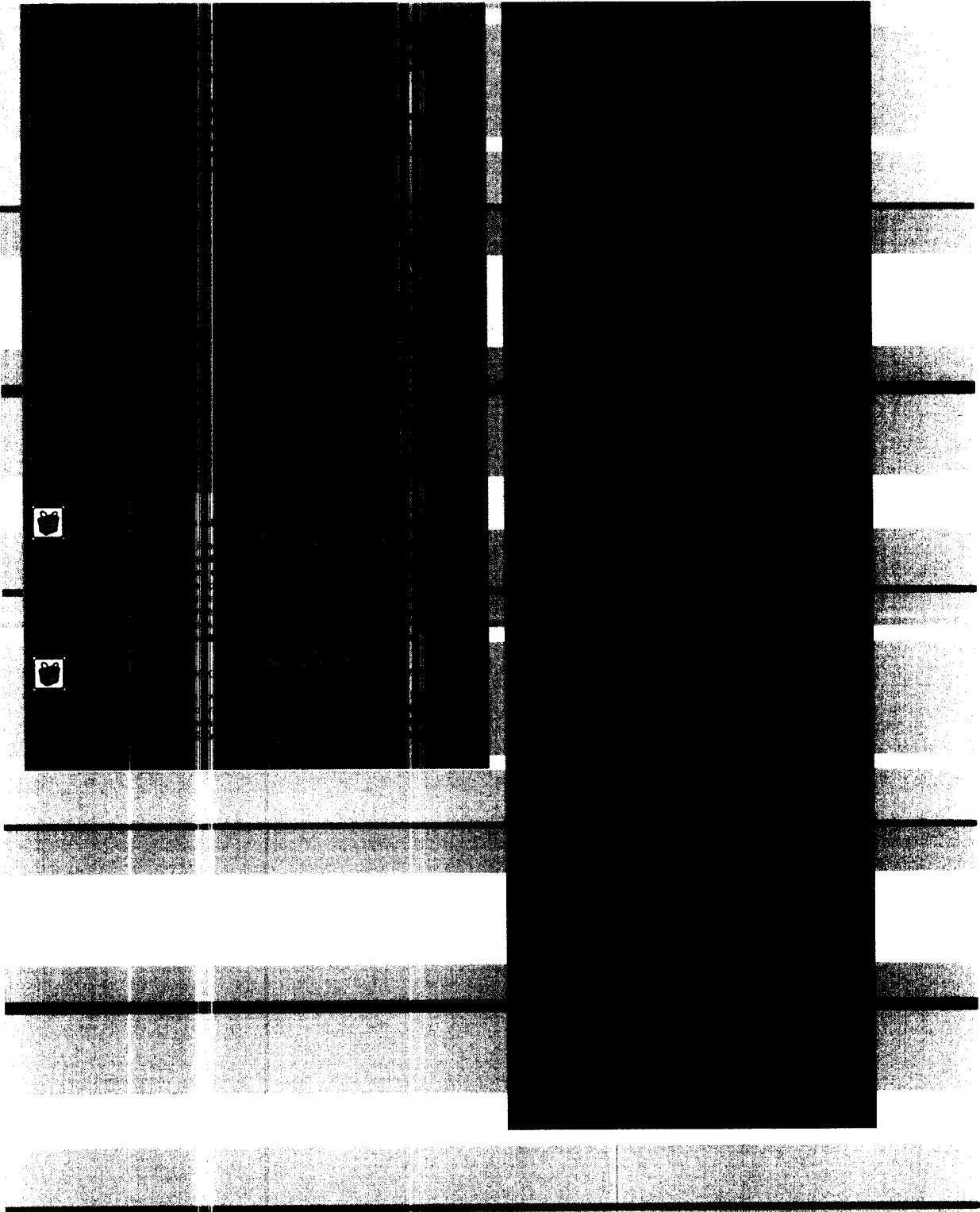
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**Subject:** U.S. TRADEMARK APPLICATION NO. 85219363 - GIOVANNI'S ORIGINAL SCAMPI SAUCE - N/A  
**Sent:** 3/21/2011 3:53:04 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
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[Attachment - 3](#)  
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[Attachment - 7](#)

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85219363

**MARK:** GIOVANNI'S ORIGINAL SCAMPI  
SAUCE

**\*85219363\***

**CORRESPONDENT ADDRESS:**

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

**CLICK HERE TO RESPOND TO THIS LETTER:**  
<http://www.uspto.gov/teas/eTEASpageD.htm>

**APPLICANT:** LuckyU Enterprises, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

[gioshrimp@aol.com](mailto:gioshrimp@aol.com)

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE:** 3/21/2011

**LuckyU 001950**

## TO EXPEDITE APPLICATION:

The issue(s) raised may be resolved by telephone. The applicant may telephone the examining attorney at (571) 272-9713 or [skye.young@uspto.gov](mailto:skye.young@uspto.gov), instead of submitting a written response, to expedite the application.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

## SEARCH

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

## DISCLAIMER

Applicant must disclaim the descriptive wording **“ORIGINAL SCAMPI SAUCE”** apart from the mark as shown because it merely describes an ingredient and feature of applicant's goods. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached to this action, the applicant will find a dictionary reference wherein the term “original” is defined as “preceding all others in time; first.” *See* attachments. Furthermore, the examiner notes the attached advertisements excerpted from her search of the <http://www.google.com> website which demonstrate that “scampi sauce” is a type of sauce.

A term is merely descriptive if it conveys **an immediate idea** of the ingredients, qualities, or characteristics of the identified goods and/or services. *See In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001). When used in relation to the goods, the immediate idea rendered by the wording “ORIGINAL SCAMPI SAUCE” describes the applicant's goods. Specifically, it merely informs consumers that the applicant's scampi sauce is a first of its kinds. Given the descriptive nature of the wording, it lacks source identifying significance and, thus, must be disclaimed.

A “disclaimer” is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of the goods and/or services, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); *see* TMEP §§1209.03(f), 1213.03 *et seq.*

The following is the standard format used by the Office:

**No claim is made to the exclusive right to use “ORIGINAL SCAMPI SAUCE” apart from the mark as shown.**

TMEP §1213.08(a)(i); *see In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

**LuckyU 001951**

## SPECIMEN

The specimen is not acceptable because it is merely a photocopy of the drawing or a picture or rendering of the applied-for mark; it does not show the applied-for mark in actual use in commerce on the goods. *See* 37 C.F.R. §2.56(c); TMEP §904.04(a). Trademark Act Section 45 requires use of the mark “on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto.” 15 U.S.C. §1127; *see* 37 C.F.R. §2.56(b)(1); TMEP §904.03.

An application based on Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each class of goods. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Therefore, applicant must submit the following:

- (1) A substitute specimen showing the mark in use in commerce for each class of goods specified in the application; and
- (2) The following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**The substitute specimen was in use in commerce at least as early as the filing date of the application.**” 37 C.F.R. §2.59(a); TMEP §904.05; *see* 37 C.F.R. §2.193(e)(1). If submitting a substitute specimen requires an amendment to the dates of use, applicant must also verify the amended dates. 37 C.F.R. §2.71(c); TMEP §904.05.

Examples of specimens for goods are tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale. *See* TMEP §§904.03 *et seq.*

If applicant cannot satisfy the above requirements, applicant may amend the application from a use in commerce basis under Section 1(a) to an intent to use basis under Section 1(b), for which no specimen is required. *See* TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use with a proper specimen. *See* 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP §1103.

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant has had a bona fide intention to use the mark in commerce on or in connection with the goods listed in the application as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); *see* 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

Pending receipt of a proper response, registration is refused because the specimen does not show the applied-for mark in use in commerce as a trademark. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

PLEASE NOTE:

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

**LuckyU 001952**

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: skye.young@uspto.gov

**TO RESPOND TO THIS LETTER:** Go to <http://www.uspto.gov/teas/eTEASpageD.htm>. Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

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### Definition of original

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### Word of the Day

relevance

**Definition:** (noun)  
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**o·rig·i·nal**  (ə-rĭj'ē-nəl) KEY

## ADJECTIVE:

1. Preceding all others in time; first
2.
  - a. Not derived from something else; fresh and unusual: *an original play, not an adaptation.*
  - b. Showing a marked departure from previous practice; new: *a truly original approach.* See Synonyms at [new](#).
3. Productive of new things or new ideas; inventive: *an original mind.*
4. Being the source from which a copy, reproduction, or translation is made

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**LuckyU 001954**



NOUN:

- 1. A first form from which other forms are made or developed: *Later models of the car retained many features of the original.*
- 2.
  - a. An authentic work of art *bought an original, not a print.*
  - b. Work that has been composed firsthand: *kept the original but sent a photocopy to his publisher.*
- 3. A person who is appealingly odd or curious; a character.
- 4. Archaic The source from which something arises; an originator.

ETYMOLOGY:

Middle English, from Old French, from Latin *originālis*, from *origō*, or *igin-*, *source* ; see **origin**

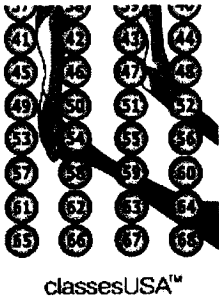
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scampi sauce

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by Niles Crane  
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PASTA WITH SHRIMP SCAMPI

Peel shrimp and ... mustard, and Worcestershire **sauce**, cook over ... cheese.  
Yields 4-6 servings. Serve with salad and crusty bread  
Ingredients: 13 (broth, cheese, juice, mustard, oil, optional ...)

SCAMPI SHRIMP SAUCE

Melt butter in ... wine and tomato **sauce**, and cook ... with salt and pepper.  
Spoon over hot, buttered pasta and sprinkle with parsley.  
Ingredients: 12 (basil, cream, oregano, salt, sauce, yolks ...)

BROILED SHRIMP SCAMPI & SAUCE

Split 3 pounds ... platter, pour hot **Scampi sauce** on each and ... shells

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- [GARLIC MASHED POTATOES](#)
- [GERMAN POTATO CASSEROLE](#)
- [CROCK POT CHICKEN WINGS](#)

Split 3 pounds ... platter, pour hot **Scampi sauce** on each and ... helps preserve this **sauce** indefinitely in the refrigerator.  
Ingredients: 11 (crumbs, garlic, juice, oil, sauce, shallots, )

**SCAMPI IN BUTTER SAUCE**

Melt butter with ... remaining ingredients keeping **scampi** aside until last ... butter over **scampi**. Refrigerate the rest for later use.  
Ingredients: 23 (basil, dry, flour, garlic, half, juice, )

**SHRIMP SCAMPI SAUCE**

Brown finely chopped ... outer shell of **scampi** to expose meat ... from broiler, spoon **sauce** over **scampi**. Place ... of water in pan.  
Ingredients: 9 (lemon, oil, sauce, shrimp, vinegar, )

**SHRIMP SCAMPI SAUCE**

Saute garlic in ... add to the **sauce**, stirring until ... allow to boil. Serve over hot buttered pasta or rice, sprinkle with parsley.  
Ingredients: 10 (basil, garlic, oregano, parsley, sauce, )

**SHRIMP SCAMPI**

Pat shrimp dry with paper towels; set aside. Melt butter in a wide frying pan over medium heat. Stir in green onion, oil, garlic, lemon juice, ...  
Ingredients: 10 (juice, oil, salt, sauce, )

**JAN'S FLOUNDER SCAMPI**

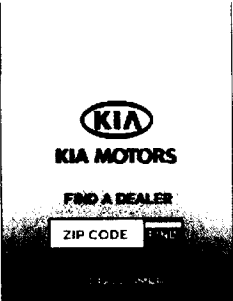
In a **sauce** pot or pan, ... flake easily. Serve with angel hair pasta and remaining tomato **sauce** (reheated) and warm garlic bread. Serves 2.  
Ingredients: 8 (lemon, magic, rough, sauce, )

**EASY SHRIMP SCAMPI**

Melt butter in ... until shrimp begins to turn pink. Add hot **sauce** and reduce heat. Cover ... minutes. Serve cooked over white rice.  
Ingredients: 6 (onion, sauce, )

**CHICKEN SCAMPI**

Fry chicken cutlets ... oil. Drain off oil and add herb **sauce**, lemon juice, water, and butter. Serve with chopped parsley and lemon wedges.  
Ingredients: 16 (basil, cutlets, leaves, lemon, oil, oregano, )



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You'll be sure to impress your guests when you serve shrimp cocktail that's homemade with fresh ingredients.

Perfect Shrimp Scampi Sauce



By: Amy Brantley

Understanding which ingredients to choose, as well as how to prepare them, will have you creating the perfect shrimp scampi sauce that will impress even the pickiest dinner partner. Many people consider shrimp scampi a romantic dish. Wouldn't it be nice to surprise your partner by preparing shrimp scampi at home? Not only will your partner be impressed, but the fact that you spent the time to make something special will drive them wild. Of course, you need to learn how to prepare shrimp scampi.

Ingredients Needed to Make Shrimp Scampi

Shrimp scampi can be either a sinful, creamy dish or a low-fat delight. It all depends on which ingredients you choose. For classic shrimp scampi, you will need butter, garlic, white wine, kosher salt, lemon juice, parsley and [shrimp](#). Sometimes shrimp scampi is adjusted and light cream and oil are used in place of the white wine and butter. If you choose to make a traditional shrimp scampi, remember to use a white wine that you would actually drink. Avoid cooking wines at all costs. Their taste will overwhelm the shrimp scampi.

How to Prepare Shrimp Scampi Sauce

While shrimp scampi may sound extremely elegant, it's actually quite easy to prepare. The cooking begins by sautéing the garlic in butter. You will need to sauté the garlic for about a minute, or until the smell fills the room. Be careful not to let the garlic brown, or you will have to start over. Add the wine and salt. Allow the mixture to reduce for two minutes. Add the shrimp and allow it to cook until the shrimp is pink on both sides. Add lemon juice and parsley before serving.

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LuckyU 001959

shrimp is pink on both sides. Add lemon juice and parsley before serving.

Serving Shrimp Scampi

Shrimp scampi can be served with pasta or rice. You may even see the dish served alone. If this is the way you choose to serve your shrimp scampi, make sure to serve it with crusty bread so that the sauce doesn't go to waste.

For additional flavor, serve with parmesan cheese and lemon wedges. To make the presentation even more beautiful, arrange the lemon wedges in a decorative pattern. For additional color, sprinkle fresh parsley on top of the dish immediately before serving.

Additional Tips

If you don't like to cook with white wine, you can use broth in your shrimp scampi instead. While chicken broth is easily available, a broth prepared from the shrimp shells would be perfect for shrimp scampi.

If you're having a hard time deciding on whether to use butter or oil, you can use a combination of the two.

For additional flavor, add freshly ground black pepper and crushed red pepper flakes at the same time you add the white wine and salt.

Do not overcook the shrimp. When preparing shrimp scampi, it will take only two to four minutes for the shrimp to cook. You'll know it's ready when it begins to turn pink. If you allow it to overcook, the shrimp will be tough.

To keep shrimp scampi warm throughout the entire meal, do what the restaurants do. Right before serving, heat oven-proof dishes in the oven. The dishes will keep your shrimp scampi steaming and hot. If you want to prepare something truly special, make seafood scampi. Seafood scampi is prepared in the same way, but may have clam juice added for additional flavor.

Shrimp scampi is easy to make and can easily be altered to suit your taste buds or diet. Regardless of how you prepare shrimp scampi, you're bound to impress your partner.

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Shrimp Salad



A shrimp salad is a delicious treat for a hot summer day. There are many easy shrimp salad recipes to choose from, whether you want a classic shrimp salad or a grilled shrimp salad. Try one of these simple recipes for shrimp salad to see which one suits your fancy.

Easy Shrimp Recipes

If you're new to cooking with shrimp, you'll be happy to discover there are several easy shrimp recipes available. There are many healthy shrimp recipes which involve sautéing a few spices with onions, garlic and olive oil, then sautéing the shrimp and serving it over pasta. White sauces are also quite popular with shrimp.

Grilled Shrimp

Grilled shrimp is a summer favorite. Whether you enjoy grilling shrimp, creating a delicious barbecue shrimp or preparing smoked shrimp, it's a quick and easy meal that's sure to please any crowd. If you follow a few simple directions, you are sure to create a meal your guests will savor.



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LuckyU 001960

**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85219363 - GIOVANNI'S ORIGINAL SCAMPI SAUCE - N/A  
**Sent:** 3/21/2011 3:53:08 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:**

---

**IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION**

**Your trademark application (Serial No. 85219363) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office Action”) on 3/21/2011 to which you must respond. Please follow these steps:**

**1. Read** the Office letter by clicking on this **link** **OR** go to **<http://tmportal.uspto.gov/external/portal/tow>** and enter your serial number to **access** the Office letter.

**PLEASE NOTE:** The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

**2. Respond** within 6 months, calculated from **3/21/2011** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System **Response to Office Action form**. If you have difficulty using the USPTO website, contact **[TDR@uspto.gov](mailto:TDR@uspto.gov)**.

**3. Contact** the examining attorney who reviewed your application with any questions about the content of the office letter:

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: [skye.young@uspto.gov](mailto:skye.young@uspto.gov)

**WARNING**

**Failure to file any required response by the applicable deadline will result in the ABANDONMENT of your application.**

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**LuckyU 001961**

\*\*\* User:syoung \*\*\*

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01	1	0	1	1	0:01	85201283[SN]
02	119	0	18	13	0:03	*{"gj"}{"iey"}{v}v{v}n*[bi,ti] and live[lid]

Session started 3/20/2011 9:57:19 PM  
Session finished 3/20/2011 9:58:43 PM  
Total search duration 0 minutes 4 seconds  
Session duration 1 minutes 24 seconds  
Defaut NEAR limit=1ADJ limit=1

Sent to TICSRS as Serial Number: 85219363

LuckyU 001962



Trademark/Service Mark Application, Principal Register

Serial Number: 85219363  
Filing Date: 01/17/2011

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85219363
MARK INFORMATION	
*MARK	Giovanni's Original Scampi Sauce
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	Giovanni's Original Scampi Sauce
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	LuckyU Enterprises, Inc.
DBA/AKA/TA/Formerly	DBA Giovanni's Original White Shrimp Truck
*STREET	57-120 Lalo Kuilima Way #12
*CITY	Kahuku
*STATE (Required for U.S. applicants)	Hawaii
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	96731
PHONE	808-630-9116
FAX	808-638-0110
EMAIL ADDRESS	gioshrimp@aol.com

LuckyU 001963

<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation
<b>STATE/COUNTRY OF INCORPORATION</b>	Hawaii
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	030
<b>*IDENTIFICATION</b>	Cooking sauces; Flavourings for foods
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/30/2001
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/30/2001
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<u>spec-7223480161-180710315 . GiovanniScampiSauce.pdf</u>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<u>\\TICRS\EXPORT11\IMAGEOUT11\852\193\85219363\xml1\APP0003.JPG</u>
<b>SPECIMEN DESCRIPTION</b>	Bottle Label
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	LuckyU Enterprises, Inc.
<b>FIRM NAME</b>	LuckyU Enterprises, Inc.
<b>STREET</b>	57-120 Lalo Kuilima Way #12
<b>CITY</b>	Kahuku
<b>STATE</b>	Hawaii
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	96731
<b>PHONE</b>	808-630-9116
<b>FAX</b>	808-638-0110
<b>EMAIL ADDRESS</b>	gioshrimp@aol.com
<b>AUTHORIZED TO COMMUNICATE VIA</b>	Yes

**LuckyU 001964**

<b>EMAIL</b>	
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	325
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/Troy Nitsche/
<b>SIGNATORY'S NAME</b>	Troy Nitsche
<b>SIGNATORY'S POSITION</b>	President
<b>DATE SIGNED</b>	01/17/2011

**LuckyU 001965**

**Trademark/Service Mark Application, Principal Register**

**Serial Number: 85219363**

**Filing Date: 01/17/2011**

**To the Commissioner for Trademarks:**

**MARK:** Giovanni's Original Scampi Sauce (Standard Characters, see mark)

The literal element of the mark consists of Giovanni's Original Scampi Sauce.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, LuckyU Enterprises, Inc., DBA Giovanni's Original White Shrimp Truck, a corporation of Hawaii, having an address of

57-120 Lalo Kuilima Way #12

Kahuku, Hawaii 96731

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

**For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 030: Cooking sauces; Flavourings for foods

In International Class 030, the mark was first used at least as early as 03/30/2001, and first used in commerce at least as early as 03/30/2001, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Bottle Label.

**Original PDF file:**

spec-7223480161-180710315 . GiovanniScampiSauce.pdf

**Converted PDF file(s)** (1 page)

Specimen File1

The applicant's current Correspondence Information:

LuckyU Enterprises, Inc.

LuckyU Enterprises, Inc.

57-120 Lalo Kuilima Way #12

Kahuku, Hawaii 96731

808-630-9116(phone)

808-638-0110(fax)

gioshrimp@aol.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1

**LuckyU 001966**

class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Troy Nitsche/ Date Signed: 01/17/2011

Signatory's Name: Troy Nitsche

Signatory's Position: President

RAM Sale Number: 12224

RAM Accounting Date: 01/18/2011

Serial Number: 85219363

Internet Transmission Date: Mon Jan 17 18:35:41 EST 2011

TEAS Stamp: USPTO/BAS-72.234.80.161-2011011718354107

7057-85219363-4704dbd4ef229509c32c325ce9

5a119d-CC-12224-20110117180710315109

**LuckyU 001967**

# Giovanni's Original Scampi Sauce

**LuckyU 001968**

Giovanni's Original Scampi Sauce

**LuckyU 001969**

# Giovanni's Original Scampi Sauce

**LuckyU 001970**



Giovanni’s Original Scampi Sauce

**LuckyU 001971**



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
www.uspto.gov

Mar 21, 2012

NOTICE OF ABANDONMENT

TM117

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

ATTORNEY  
REFERENCE  
NUMBER:

SERIAL NUMBER: 85/219370  
MARK: GIOVANNI'S ORIGINAL HOT SAUCE  
APPLICANT: LuckyU Enterprises, Inc.

THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED  
IN FULL ON 02/27/2012 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 08/24/2011 WAS RECEIVED IN THE  
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**YOU CAN REQUEST REINSTATEMENT OF THE APPLICATION FOR NO FEE IF:**

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- \* YOU MAILED OR FAXED THE RESPONSE ON OR BEFORE THE DUE DATE WITH A  
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**YOU MUST SUBMIT A COPY OF THE PREVIOUSLY SUBMITTED TIMELY RESPONSE  
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- \* A SIGNED STATEMENT BY SOMEONE WITH FIRST HAND KNOWLEDGE OF THE FACTS  
THAT THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
- \* A PETITION FEE OF \$100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
- \* A RESPONSE TO THE OFFICE ACTION (IF YOU RECEIVED THE OFFICE ACTION  
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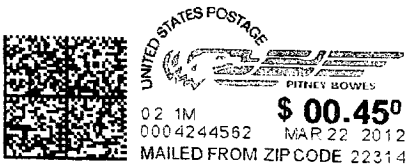
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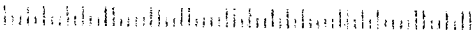
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Mar 21, 2012

**NOTICE OF ABANDONMENT**

TM117

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

ATTORNEY  
REFERENCE  
NUMBER:

**SERIAL NUMBER:** 85/219370  
**MARK:** GIOVANNI'S ORIGINAL HOT SAUCE  
**APPLICANT:** LuckyU Enterprises, Inc.

THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED IN FULL ON 02/27/2012 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 08/24/2011 WAS RECEIVED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) WITHIN THE SIX-MONTH RESPONSE PERIOD. (15 U.S.C. 1062(b); TRADEMARK RULE 2.65(a)). YOU MAY VIEW THE OFFICE ACTION THROUGH TRADEMARK DOCUMENT RETRIEVAL (TDR) AVAILABLE AT <http://tmportal.uspto.gov/external/portal/tow>.

**YOU CAN REQUEST REINSTATEMENT OF THE APPLICATION FOR NO FEE IF:**

- \* YOU HAVE PROOF THAT YOUR RESPONSE WAS RECEIVED IN THE USPTO ON OR BEFORE THE DUE DATE - SUCH AS A POSTCARD WITH A USPTO MAILROOM DATE STAMP; OR,
- \* YOU MAILED OR FAXED THE RESPONSE ON OR BEFORE THE DUE DATE WITH A CERTIFICATE OF MAILING OR FACSIMILE TRANSMISSION, IN ACCORDANCE WITH USPTO RULE 2.197, 37 CFR SEC. 2.197.

**YOU MUST SUBMIT A COPY OF THE PREVIOUSLY SUBMITTED TIMELY RESPONSE WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE ALONG WITH ONE OF THE TYPES OF PROOF SET OUT ABOVE. YOU MAY FAX THIS INFORMATION TO 571-273-8950.**

**IF YOU DO NOT HAVE THE PROOF NECESSARY FOR REINSTATEMENT, YOU CAN FILE A PETITION TO REVIVE THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) AVAILABLE AT <http://www.uspto.gov/teas/index.html>. USPTO RULE 2.66, 37 CFR SEC. 2.66, REQUIRES:**

- \* A "PETITION TO REVIVE" TO BE FILED WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE;
- \* A SIGNED STATEMENT BY SOMEONE WITH FIRST HAND KNOWLEDGE OF THE FACTS THAT THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
- \* A PETITION FEE OF \$100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
- \* A RESPONSE TO THE OFFICE ACTION (IF YOU RECEIVED THE OFFICE ACTION - OTHERWISE, A STATEMENT THAT YOU DID NOT RECEIVE THE OFFICE ACTION.)

**FOR FURTHER INFORMATION CALL 1-800-786-9199**

**LuckyU 001974**

||

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**To:** LuckyU Enterprises, Inc. (gioshrimp@aol.com)  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85219370 - GIOVANNI'S ORIGINAL HOT SAUCE - N/A  
**Sent:** 8/24/2011 11:21:05 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:** Attachment - 1  
Attachment - 2  
Attachment - 3  
Attachment - 4  
Attachment - 5  
Attachment - 6  
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Attachment - 23

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85219370

**MARK:** GIOVANNI'S ORIGINAL HOT SAUCE

**\*85219370\***

**LuckyU 001975**

**CORRESPONDENT ADDRESS:**

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

**CLICK HERE TO RESPOND TO THIS LETTER:**

[http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp)

**APPLICANT:** LuckyU Enterprises, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET**

**NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

gioshrimp@aol.com

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 8/24/2011**

**LETTER OF PROTEST GRANTED**

The Office of the Deputy Commissioner for Trademark Examination Policy granted a Letter of Protest received in connection with this application. The evidence presented in the letter was forwarded to the trademark examining attorney for consideration. *See* TMEP §1715.

Based upon this evidence, the trademark examining attorney is taking further action, as specified below. *See* TMEP §1715.02(b).

In addition to the requirement in this Office action, all refusals and requirement (s) in the Office action dated March 21, 2011, are herein incorporated by reference. Therefore, a proper response to this Office action must address each issue raised in the preceding Office action as well as in this Office action.

**REFUSAL – FALSE CONNECTION**

Registration is refused because the applied-for mark GIOVANNI'S ORIGINAL WHITE SHRIMP TRUCK consists of or includes matter – the term GIOVANNI'S - which may falsely suggest a connection with John “Giovanni” Aragona. Although John “Giovanni” Aragona is not connected with the goods and/or services provided by applicant under the applied-for mark, John “Giovanni” Aragona is so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §§1203.03, 1203.03(e). *See generally* *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

**LuckyU 001976**

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity previously used by another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

*In re Peter S. Herrick, P.A.*, 91 USPQ2d 1505, 1507 (TTAB 2009); *In re MC MC S.r.l.*, 88 USPQ2d 1378, 1379 (TTAB 2008); TMEP §1203.03(e); *see also Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 1375-77, 217 USPQ 505, 508-10 (Fed. Cir. 1983) (providing foundational principles for the current four-part test used to determine the existence of a false connection).

The examiner notes the attached advertisements and articles excerpted from a search of the <http://www.google.com> website which demonstrate that Giovanni and Connie Aragona began a shrimp shack in 1994 that became one of the oldest and famous shrimp trucks in Kahuku, O'ahu known as "Giovanni's Original Shrimp Truck". See attachments. It is also noted that the applicant is located in Kahuku, Hawaii. See applicant's address. The applicant has not provided any written consent from Mr. Aragona that his name may be used in the applicant's mark. Given the popularity, fame and history of the Aragona's shrimp truck, there is a likelihood that the term "Giovanni" in the applicant's mark would be read to refer to John "Giovanni" Aragona and his original shrimp truck.

Notably, the term at issue need not be the actual, legal name of the party falsely associated with applicant's mark to be unregistrable. TMEP §1203.03(a); *see, e.g., Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429-30 (TTAB 1985) (holding the wording MARGARITAVILLE to be the persona of singer Jimmy Buffett). The term must, however, be so uniquely and unmistakably associated with the named party as to constitute that party's name or identity. TMEP §1203.03; *see, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett*, 226 USPQ at 429.

Accordingly, the mark is refused registration on the Principal Register absent consent to register from John "Giovanni" Aragona. Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

#### **SECTION 2(c) REFUSAL – NAME IDENTIFIES A LIVING INDIVIDUAL**

Registration is refused because the applied-for mark consists of or includes a name, portrait, or signature identifying a particular living individual whose written consent to register the mark is not of record. Trademark Act Section 2(c), 15 U.S.C. §1052(c); TMEP §1206; *see, e.g., In re Hoefflin*, 97 USPQ2d 1174 (TTAB 2010).

The refusal under Section 2(c) will be withdrawn if applicant provides the following:

- (1) A statement that the name "GIOVANNI" shown in the mark identifies < **John "Giovanni" Aragona** >, a living individual whose consent is of record. If the name represents that of a pseudonym, stage name, title and name combination, or nickname, applicant must include a statement that "GIOVANNI" identifies the <pseudonym/stage name/title and name/nickname> of

**LuckyU 001977**

<specify actual name>, a living individual whose consent is of record; and

(2) A written consent, personally signed by the individual whose name, signature, or portrait appears in the mark, authorizing applicant to register the identifying matter as a trademark and/or service mark with the USPTO (e.g., “I, John “Giovanni” Aragona, consent to the use and registration by **LuckyU Enterprises, Inc. DBA Giovanni's Original White Shrimp Truck** of my name as a trademark and/or service mark with the USPTO”).

See TMEP §§813, 813.01(a), 1206.04(a).

Applicant is advised that the written consent must include a statement of the party’s consent to applicant’s *registration*, and not just the *use*, of the identifying matter as a trademark. See *Krause v. Krause Publ’ns, Inc.*, 76 USPQ2d 1904, 1912-13 (TTAB 2005); *In re New John Nissen Mannequins*, 227 USPQ 569, 571 (TTAB 1985); *Reed v. Bakers Eng’g & Equip. Co.*, 100 USPQ 196, 199 (PTO 1954); TMEP §1206.04(a).

### **REQUEST FOR INFORMATION**

Applicant must submit the following information to permit proper examination of the application. See 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e).

Due to the notoriety of the person named in the mark, and the fact that there is no information in the application record regarding a connection with applicant, **applicant must specify whether the person or institution named in the mark has any connection with applicant’s goods and/or services**, and if so, must describe the nature and extent of that connection. See 37 C.F.R. §2.61(b); TMEP §1203.03(e).

Failure to respond to a request for information is an additional ground for refusing registration. See *In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI P’ship LLP*, 67 USPQ2d 1699, 1701 (TTAB 2003); TMEP §814.

### **DISCLAIMER**

Applicant must disclaim the descriptive wording “**ORIGINAL HOT SAUCE**” apart from the mark as shown because it merely describes an ingredient and feature of applicant’s goods. See 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached to the previous office action, the applicant will find a dictionary reference wherein the term “original” is defined as “preceding all others in time; first” and “hot sauce” is defined as a condiment. See attachments.

A term is merely descriptive if it conveys an immediate idea of the ingredients, qualities, or characteristics of the identified goods and/or services. See *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001). When used in relation to the goods, the immediate idea rendered by the wording “ORIGINAL HOT SAUCE” describes the applicant’s goods. Specifically, it merely informs consumers that the applicant’s flavorings for food are a first of its kind formula of the condiment, hot sauce. Given the descriptive nature of the wording, it lacks source identifying significance and, thus, must

**LuckyU 001978**



be disclaimed.

A “disclaimer” is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of the goods and/or services, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); see TMEP §§1209.03(f), 1213.03 et seq.

The following is the standard format used by the Office:

**No claim is made to the exclusive right to use “ORIGINAL HOT SAUCE” apart from the mark as shown.**

TMEP §1213.08(a)(i); see *In re Owatonna Tool Co.*, 231 USPQ 493 (Comm’r Pats. 1983).

### **SPECIMEN**

The specimen is not acceptable because it is merely a photocopy of the drawing or a picture or rendering of the applied-for mark; it does not show the applied-for mark in actual use in commerce on the goods. See 37 C.F.R. §2.56(c); TMEP §904.04(a). Trademark Act Section 45 requires use of the mark “on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto.” 15 U.S.C. §1127; see 37 C.F.R. §2.56(b)(1); TMEP §904.03.

An application based on Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each class of goods. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Therefore, applicant must submit the following:

- (1) A substitute specimen showing the mark in use in commerce for each class of goods specified in the application; and
- (2) The following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**The substitute specimen was in use in commerce at least as early as the filing date of the application.**” 37 C.F.R. §2.59(a); TMEP §904.05; see 37 C.F.R. §2.193(e)(1). If submitting a substitute specimen requires an amendment to the dates of use, applicant must also verify the amended dates. 37 C.F.R. §2.71(c); TMEP §904.05.

Examples of specimens for goods are tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale. See TMEP §§904.03 et seq.

If applicant cannot satisfy the above requirements, applicant may amend the application from a use in commerce basis under Section 1(a) to an intent to use basis under Section 1(b), for which no specimen is required. See TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use with a proper specimen. See 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP §1103.

**LuckyU 001979**

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “ **Applicant has had a bona fide intention to use the mark in commerce on or in connection with the goods listed in the application as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); *see* 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

Pending receipt of a proper response, registration is refused because the specimen does not show the applied-for mark in use in commerce as a trademark. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

PLEASE NOTE:

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant’s rights. *See* TMEP §§705.02, 709.06.

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: skye.young@uspto.gov

**TO RESPOND TO THIS LETTER:** Go to [http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp). Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

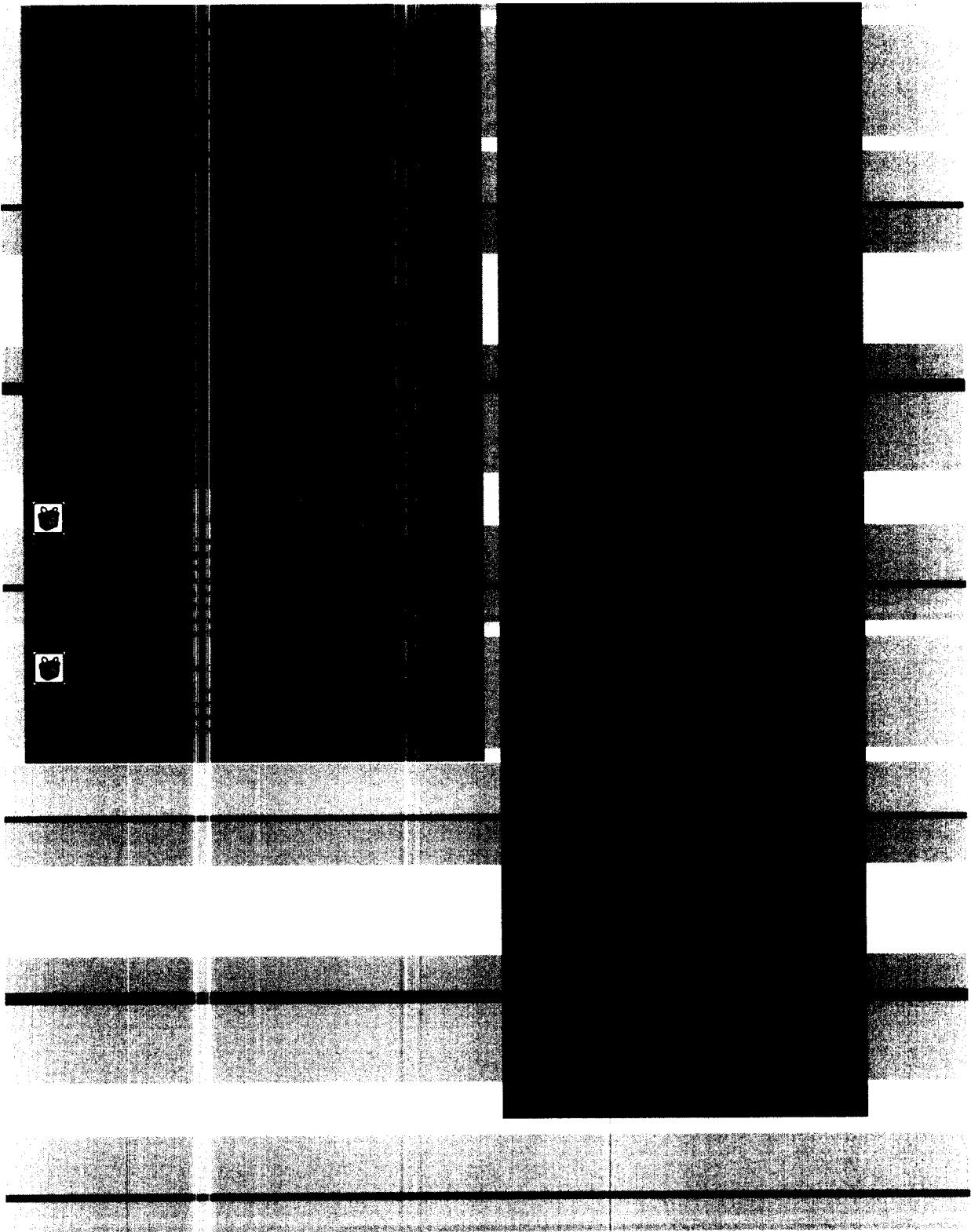
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**LuckyU 001980**

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**LuckyU 001981**

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LuckyU 001982

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By Mary Beth Bohman



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O'ahu

SHRIMP SHACKS	
<p>NO DRIVE TO THE NORTH SHORE is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahalu'u to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.</p> <p>The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish as Italian</p>	<p>Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.</p> <p>But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).</p> <p>Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is an arm</p>

Fodor's Hawaii 2010 edited by Linda Cabasin, Rachel Klein, Jess Moss, Amanda Theunissen



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CLOSE UP Shrimp Shacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kahuku. For under \$12, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—

Though it has changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least a half-dozen stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut

Fodor's Oahu, 2nd Edition: With Honolulu, Waikiki, and the North Shore By Rachel Kle



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CLOSE UP

Shrimp Snacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahala'u to Kahuku. For under \$10, you can get a shrimp plate, lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds, much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the



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## Shrimp Snacks

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No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kanuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Haleiwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—from a truck alongside the road. About the same time, aquaculture was gaining a foothold in nearby Kahuku, with farmers raising sweet, white shrimp and huge, orange-whiskered prawns in shallow freshwater ponds. The ready supply and the success of the first shrimp truck led to many imitators.

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the longest-running aquaculture farms in the area; they sell live shrimp and prawns and farm-raised fish along with excellent plate lunches. The pan-fried shrimp and buttery, locally-raised corn from the bright-yellow Shrimp Shack, parked at The Ching Store on Kamehameha Highway in Punaluu, is first-rate, too.

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**Hawaii --> Islands --> Oahu --> Dining --> North Shore Restaurants --> Shrimp Trucks of Oahu's North Shore**



**Islands of Hawaii**  
© Ron Dahquist

## Oahu's North Shore Shrimp Trucks

*When you're driving around the island of Oahu, you won't want to miss picking up a delicious shrimp lunch at one of the shrimp trucks parked near Kahuku on Oahu's north shore. There are also several roadside stands in this area where fresh cooked shrimp are sold.*

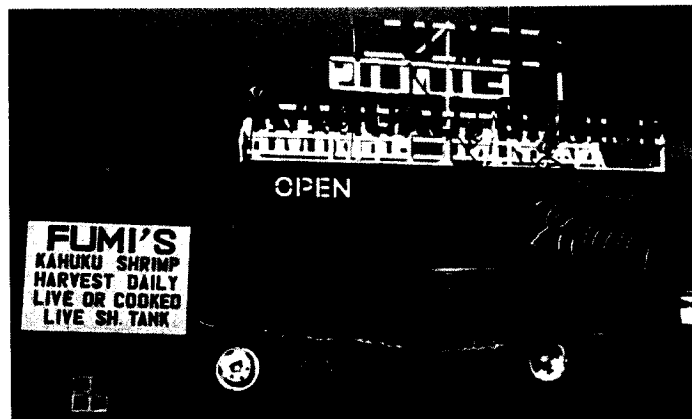


Photo Credit: Kathleen Walling Fry

## More Photos

Most of the shrimp trucks on Oahu's north shore are located near the town of Kahuku, which is a well-known shrimp aquaculture area, but you will also find shrimp for sale in several other places along the road between Kualoa and Hale'iwa.

Shrimp plates are ordered at the windows of these shrimp trucks, and it is usually served with two scoops of rice, and sometimes macaroni salad, a green salad, pineapple slices, and/or a lemon slice. Plain unadorned shrimp is available, but the most popular shrimp plates have garlic, lemon butter, hot and spicy, sweet and spicy, or a soy-based sauce. The last time I ate at a shrimp truck the prices were about \$10-12 USD per plate.

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The shrimp served at these trucks is delicious, but it is also unpeeled, sometimes unveined, and very messy to eat. Be sure pick up plenty of napkins. Some of the shrimp truck locations have covered picnic tables with hawaiian music is playing.

## The Shrimp Trucks

### Blue Water Shrimp

This is one of newest shrimp trucks on Oahu's north shore, and it is one of the trucks that participated in the Turtle Bay Resorts 2005 "Battle of the North Shore Shrimp Trucks". Their shrimp plates come with a salad sprinkled with goat cheese and they have several non-shrimp items on their menu.

### Famous Kahuku Shrimp Truck

This shrimp truck is usually parked in Kahuku, and they offer shrimp with lemon sauce, spicy sauce, and a sweet black pepper sauce. Their menu includes several non-shrimp items.

- [Review of Two North Shore Shrimp Trucks](#)

### Fumi's Kahuku Shrimp and Seafood

Fumi's brightly painted "Hawaiian sunset" shrimp truck is impossible to miss, and their shrimp plates are simple but delicious. They offer garlic sauce, lemon butter sauce, and a spicy sauce, and plates are served with two scoops of rice, fresh pineapple slices, and a green salad. I have heard that service at some trucks is not friendly, but the people at Fumi's were very and smiling the last time I was there. Fumi's is one of the shrimp trucks that participated in the Turtle Bay Resorts 2005 battle of the North Shore Shrimp Trucks.

- [Photos of Fumi's Kahuku Shrimp Truck](#)

### Giovanni's Shrimp Truck

Giovanni's graffiti-covered white shrimp truck is the oldest and one of the best known shrimp trucks on Oahu's north shore. They usually parked in Kahuku and Hale'iwa. They are most famous for their garlic shrimp that has large chunks of garlic in the sauce, but they also offer lemon butter and spicy sauces.

- [Giovanni's Aloha Shrimp Truck](#) (Ono Kine Grindz)
- [Review of Two North Shore Shrimp Trucks](#) (Reiki Aloha)
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**Macky's Kahuku Sweet Shrimp** This shrimp truck is owned by Macky Chen's Chen-Lu Shrimp Farm. Plates come with two scoops of rice, a pineapple slice, a piece of sweet potato, and a green salad. Macky's was the winner of the 2005 Battle of the Northshore Shrimp Trucks" contest that was part of the Turtle Bay Resort's first annual Seafood Festival. The winning shrimp recipe was suppose to be added to the menu at the Turtle Bay Resort, but I have not been able to find out which of Macky's sauces won the competition. Does anybody know? (please send email to hawaiitravelnewsletter@gmail.com).

**Romy's Kahuku Prawns and Shrimp Hut**  
The owners of this roadside shrimp stand at 56-781 Kamehameha Highway in Kahuku use shrimp from their own aquaculture farm, and they offer the standard garlic and spicy sauces, and also a special asian-style house sauce that includes soy sauce and chile sauce. Their menu includes several non-shrimp items.

**The Shrimp Shack**  
The Shrimp Shack is a bright yellow shrimp truck that is usually parked near Kaya's Store in Punalu'u. Their menu includes shrimp with either garlic sauce or cocktail sauce, and several other items. I have heard that the Shrimp Shack does not use Kahuku shrimp, but instead prefers to use Kauai shrimp.

- Honolulu Star Bulletin Shrimp Shack Article
- 101 Things to Do Shrimp Shack Article

---

**The Kahuku Shrimp Truck Scandal**  
In August 2001, 46 year old Connie Aragona was charged with robbery, extortion, and kidnapping because of her efforts to take over Troy Nistche's lucrative north shore shrimp truck business at gunpoint. See also:

- The Grass Skirt Grill in Haleiwa
- More Haleiwa North Shore Oahu Restaurants
- Dining on Oahu

---

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Lori Myrland, Journal Staff Writer Rapid City Journal | Posted: Sunday, August 5, 2001 11:00 pm

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 Dick Kettlewell Erin Gray of Rapid City brings out a huge shrimp cocktail at Giovanni's Aloha Shrimp booth in Sturgis. Gray is a recent graduate of the University of South Dakota with majors in

business and mass communications. (Journal photo by Dick Kettlewell)

STURGIS - If you hear a rumble at the rally and it doesn't seem to be coming from the bikes, it might be your stomach.

You won't have to look far in downtown Sturgis to find the usual variety of fare, including everything from Rocky Mountain oysters to sweet potatoes, funnel cakes to spiral fries. But in a place seemingly maxed out with food booths, new vendors try their best to stand out by offering something unique.

There's Hawaiian shrimp cooked Italian-style, German sausage and sauerkraut from Idaho and - hard as this may be to believe - healthful food at a booth set up by a Martin woman.

On Monday, few vendors - food or otherwise - were reporting brisk sales, with crowds noticeably smaller than in the past two years. One-dollar bottles of water seemed to be selling as fast as anything in the

98-degree heat, but it was only the first day of the rally, and plenty of motorcycles still were streaming in from Interstate 90. Fresh-squeezed lemonade, available at several stands, also was popular.

Light rain that fell a couple of times in the afternoon cooled things off for a short time and caused some rallygoers to seek shelter under vendor canopies. Still, Sarah Thornton of Sturgis, working at an espresso booth on Main Street, said she was selling a lot more iced coffee than hot.

One place where business was lively was the Wrigley Field Bar and Grill off Exit 30. File gumbo, made with chicken, sausage and rice, was a popular seller at \$4 per bowl.

Demo rides of the new Harley-Davidson V-Rod performance cruiser were popular nearby, and plenty of people were stopping in for a bowl of the hot and spicy dish from Louisiana. Unlike downtown, there are fewer places in that part of town to get a meal.

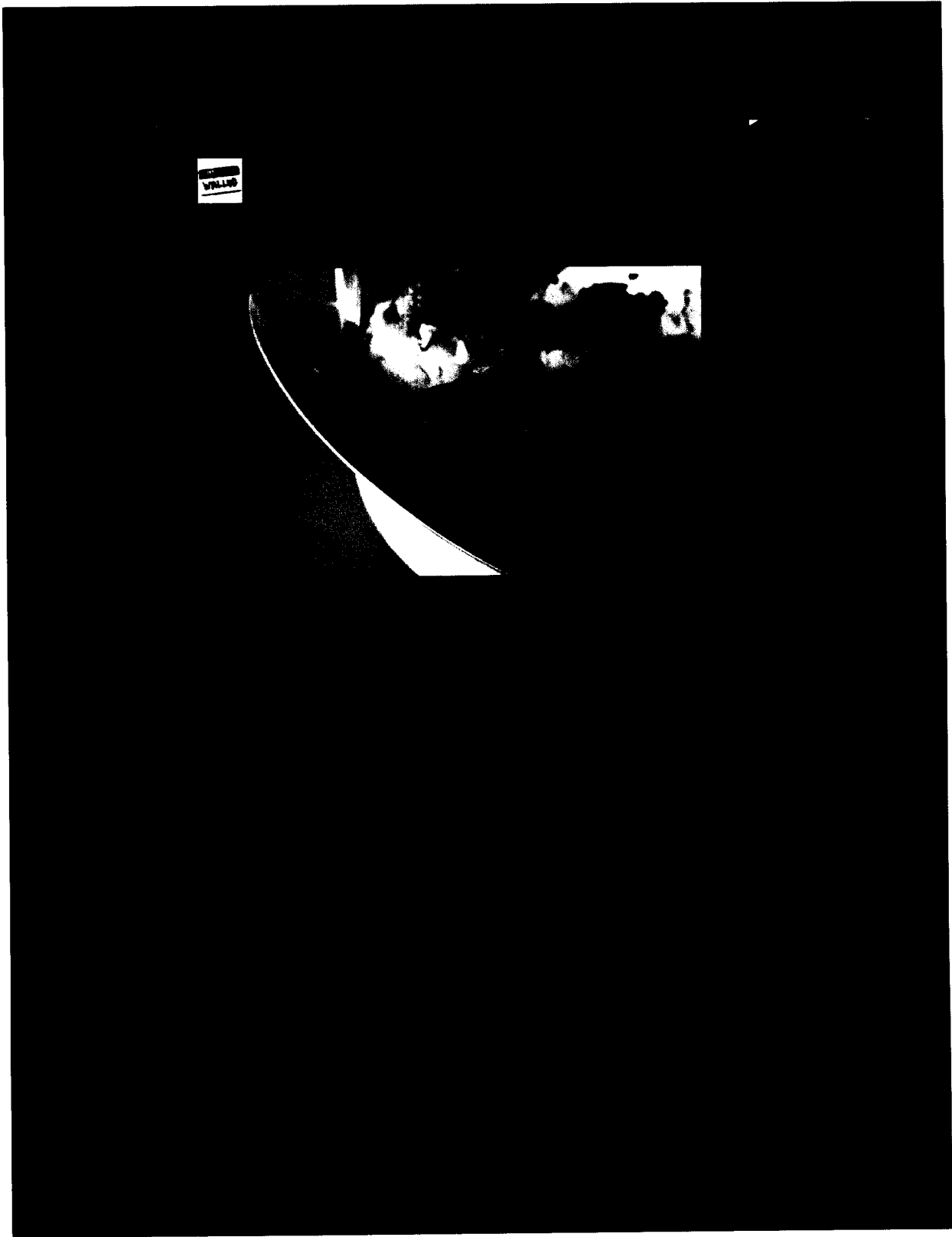
Downtown, Connie Aragona brought 10,000 pounds of jumbo shrimp to the rally to introduce her award-winning product - also hot and spicy - to the mainland. "I need to sell them all by Sunday," said Aragona, who has sold Giovanni's Aloha Shrimp from a truck on Oahu's North Shore since 1994. She sells 6,000 pounds of shrimp a month, cooked to order.

Her 1951 Ford truck has become a landmark there, and Aragona and two business partners hope to market their garlic marinade and hot sauce on the mainland.

The shrimp scampi she's selling at the rally is marinated in chopped garlic, olive oil, lemon, butter and white wine, then sauteed, giving it a strong flavor. It's served on a bed of steamed rice with roasted garlic on top. Hot sauce, made using a recipe from Aragona's great-great-grandparents, is optional. The marinade is a recipe Aragona got from her ex-mother-in-law, a native of Naples. Giovanni is Aragona's ex-husband.

Aragona rides a Harley in Hawaii and had always heard about the Sturgis rally. She decided to launch her product's mainland debut here and already is planning to return next year.

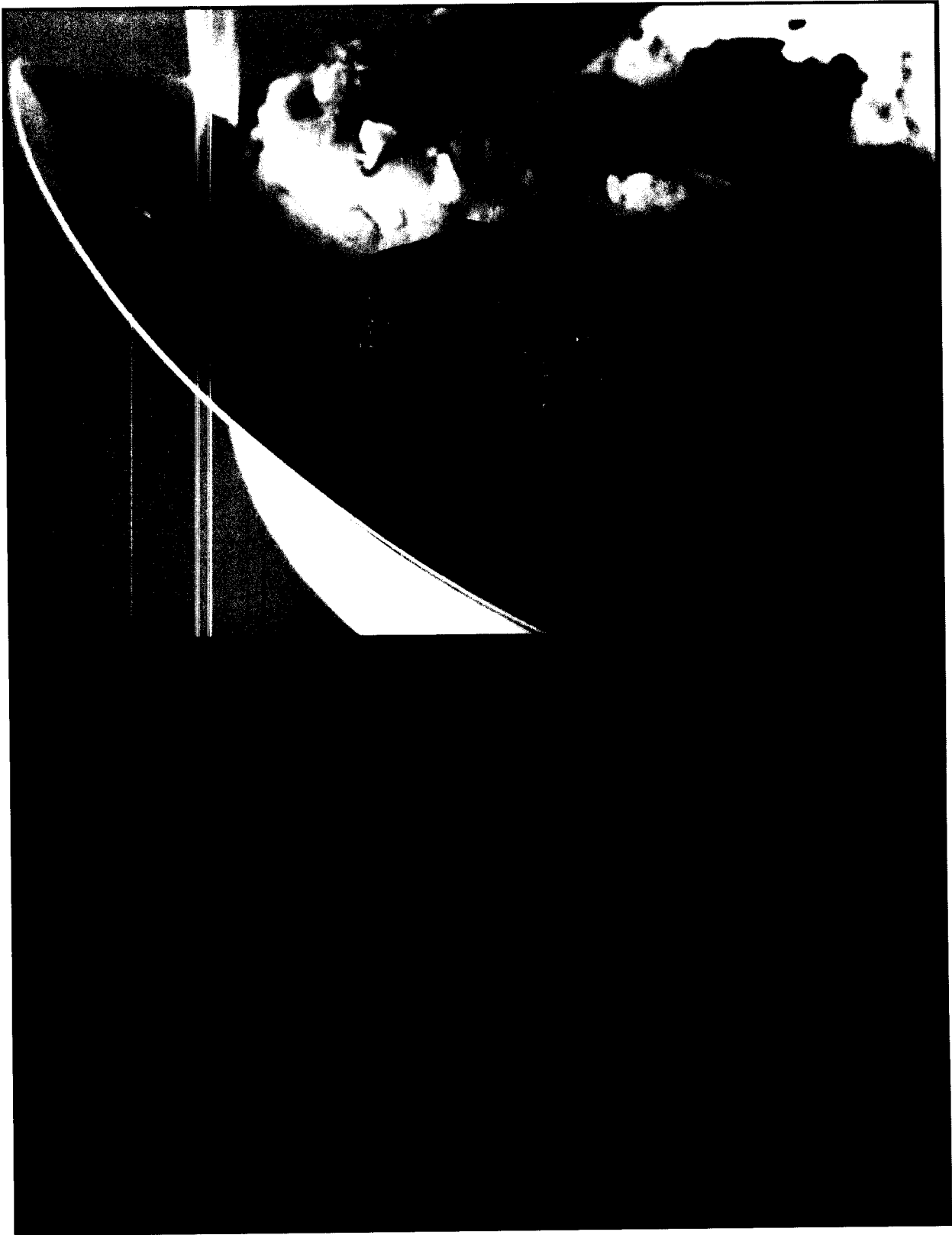
A native of Mozambique who is of Portuguese descent, this is Aragona's first time in the Midwest and her



O'ahu - Kahuku: Giovanni's Shrimp Truck ...

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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi**

Giovanni's Shrimp Truck, a graffiti-covered white shrimp truck, is the oldest and one of the best known shrimp trucks on O'ahu's north shore. Usually parked off Kamehameha Highway just past Puuluaana Street in Kahuku, Giovanni's is famous for their shrimp scampi, but also serve a hot and spicy shrimp and a lemon and butter shrimp. Started in 1993 by the Aragona family, Giovanni's was sold to Troy Nitsche in 1997. Giovanni's sells an average of 400 plates of shrimp a day.

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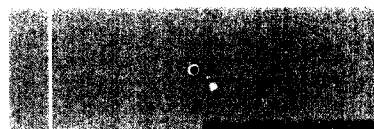
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Ahupua'a, Kahuku, HI, US using a Canon PowerShot  
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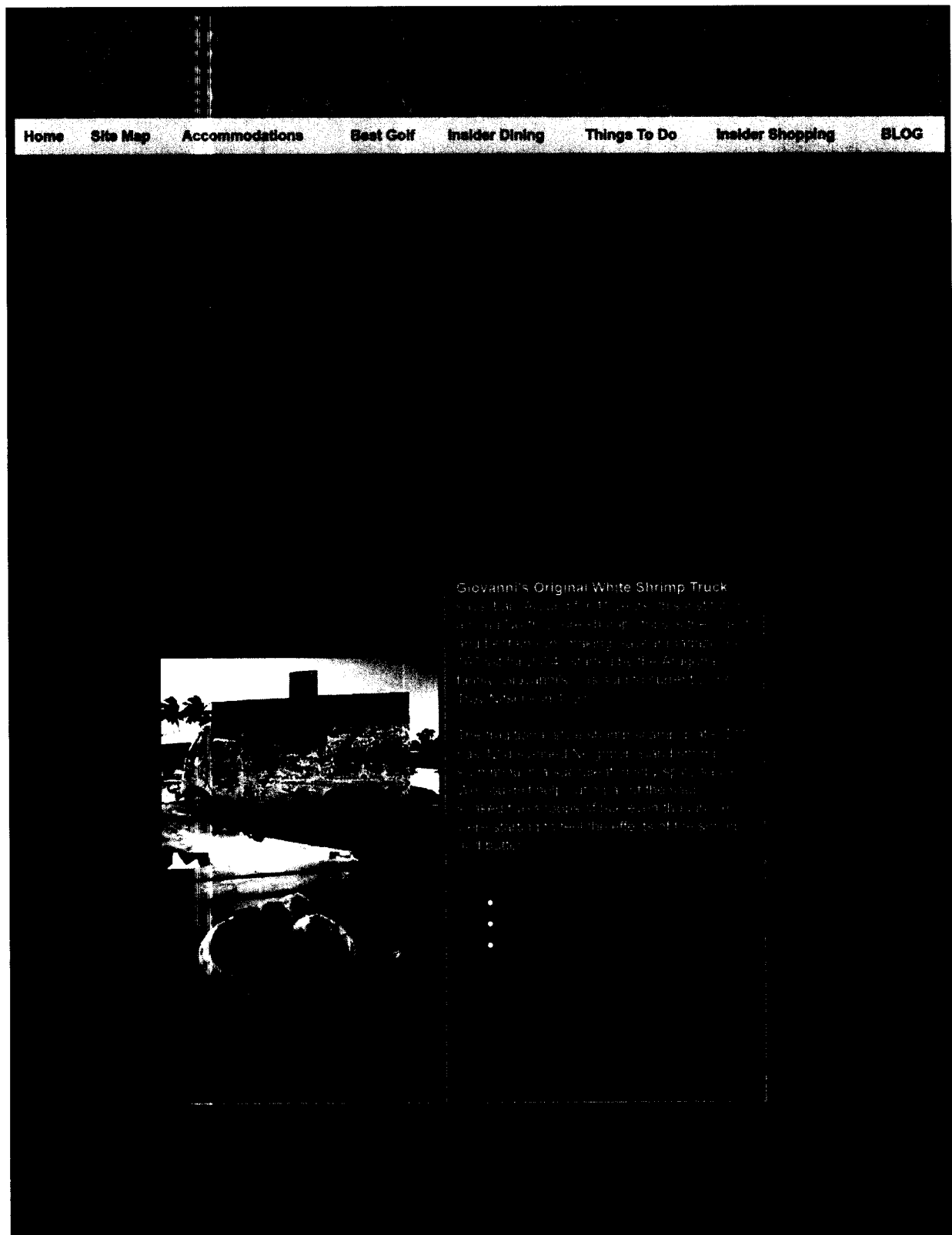
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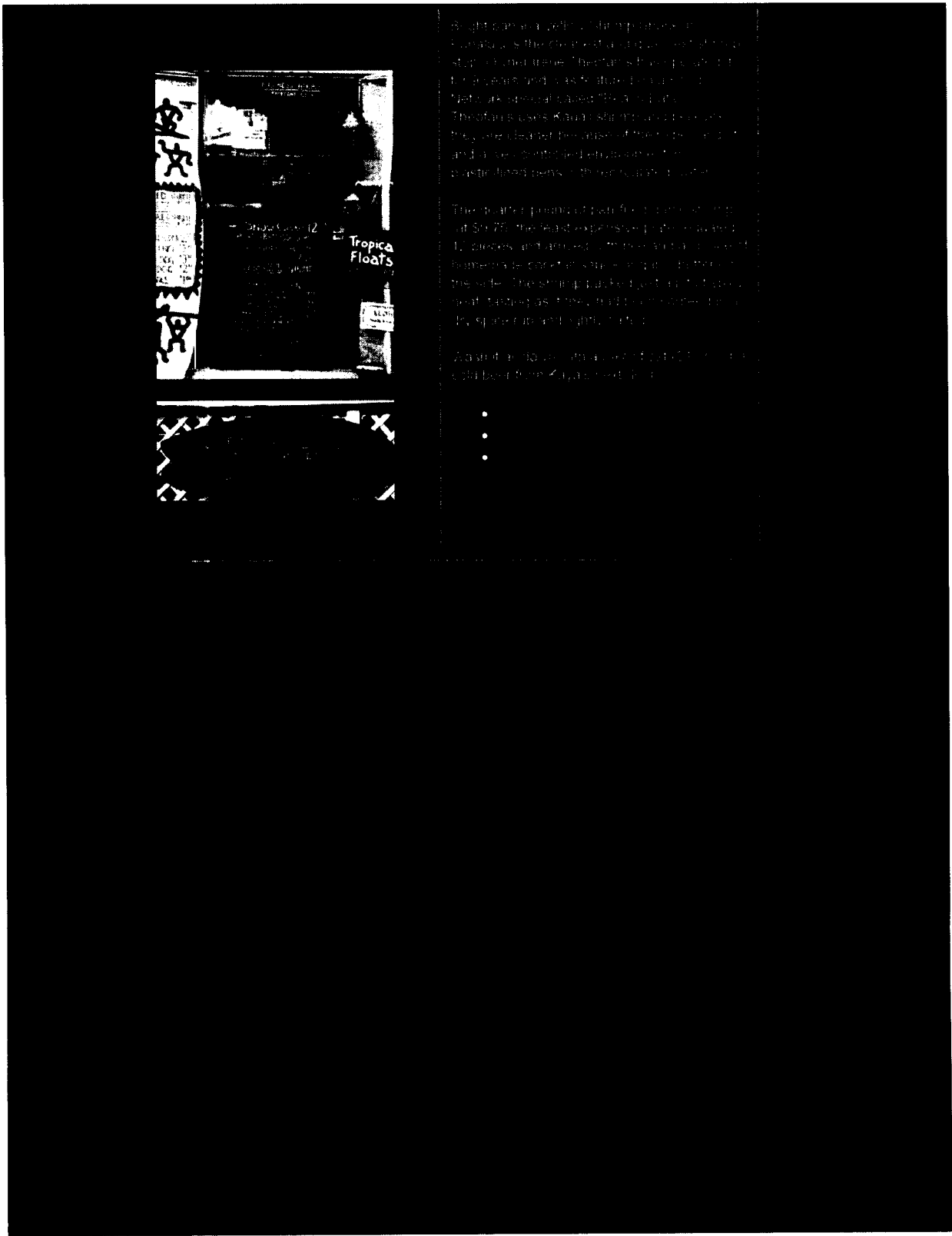
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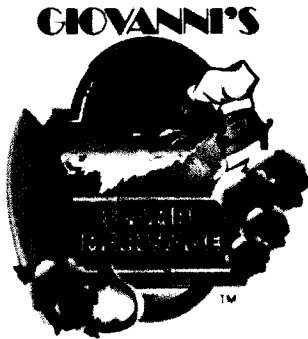
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### About Giovanni's Aloha Foods and Famous Shrimp Sauce!

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Known for it's succulent shrimp morsels served up hot and tasty, Giovanni's Aloha Foods has been pleasing palettes since 1997. Giovanni's Hot & Spicy Sauce, a sauce almost as hot as volcanic lava, has been known to bring customers to their knees; while the mild, but flavor-packed, Giovanni's Scampi Marinade has brought nothing but delight to customers. AND NOW YOU CAN BUY IT IN A BOTTLE!



#### Our Customers Say

"Our friend told us to stop at the "White Shrimp Truck" in Kahuku, and we're glad we did! The garlic scampi was our family's overall favorite, and I loved the Hot & Spicy, I really mean it! I collect hot sauce from all over the place, Barbados to Belize, Louisiana to Los Angeles, and your secret African Roots and spice are truly unique. I can't wait till you start bottling it."

— Eddie, Terry & Jacob Coleman,  
Venice, Calif.

"Thanks for serving some of Oahu's finest, tastiest, freshest shrimp scampi. We really enjoyed dining daily at the white shrimp truck, during our recent vacation. Your shrimp is the BEST!"

— Harry & Rochelle Pillion, University Heights,

"We think your shrimp scampi is the best we have eaten anywhere."

— Jim & Mary Jane West Lufkin, Texas

"You have been one of "A list" stops on our list of must see sights on Oahu As always it was the most scrumptious meal."

— Lou Harris San Mateo, California

"Still looking forward to seeing you and having your famous shrimp sauces."

— Gerda Vienna, Austria

"I miss talking to you and eating your incredible shrimp. I'll see you soon in paradise."

— Yasser Alexandria, Egypt

"The thing I miss most is my shrimp fix."

— Pat & Clyde Jacobs Vancouver, Canada

"Best shrimp ever!"

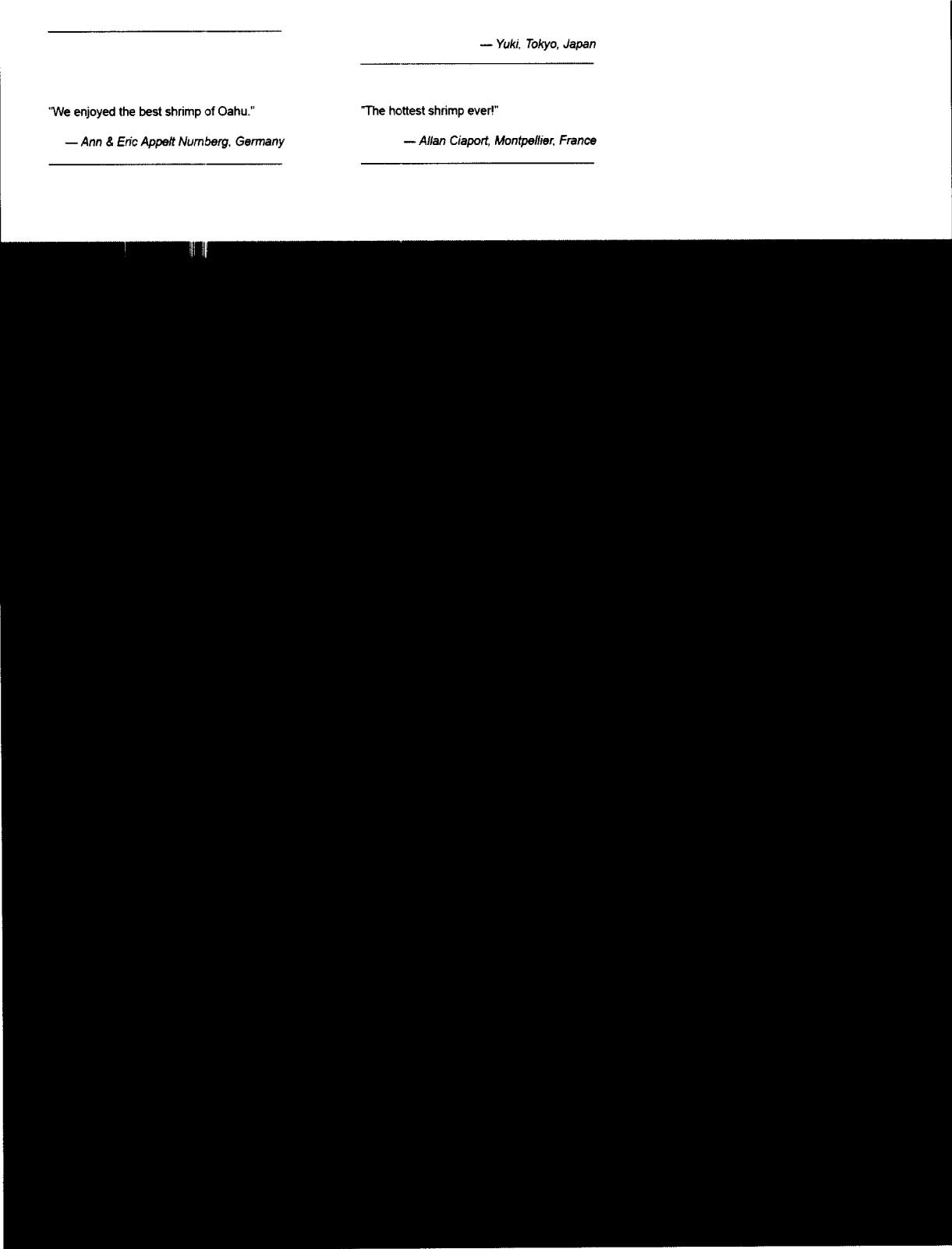
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## What's a drive in the country without shrimp?

*Editor's note: Today we introduce our new restaurant critic, Helen Wu, a graduate of the University of Hawai'i (Asian studies) and of the Kapi'olani Community College culinary arts program, where she received outstanding- student and culinary-excellence awards, and also wrote for Kapio, the student journal. Wu wrote for The Advertiser while in school, as well.*

**By Helen Wu**  
Advertiser Restaurant Critic

No drive to the North Shore is complete without a meal at one of the shrimp stands that have sprouted along the highway as a result of the development of aquaculture farms here. These are now some of the most recognized dining spots in an area of the island not known for food.

My mission was to compare and contrast the shrimp shacks, and I brought my mother (a self-professed shrimp fanatic who can suck in a whole shrimp, head and all, and just spit out the shell). During two forays, we tried garlic butter scampi-style shrimp plates at a half-dozen spots. One caution: Shrimp shacks come and go, and hours vary. Be flexible.

### Shrimp Shack

Bright banana-yellow Shrimp Shack in Punalu'u is the cleanest and quaintest shrimp stop. Owner Irene Theofanis has operated it for six years and was featured on a Food Network special called "Beach Eats." Theofanis uses Kaua'i shrimp and believes they are cleaner because of their special diet and a well-controlled environment in plastic-lined pens with recirculated water.

The quarter-pound of pan-fried garlic shrimp (at \$9.75, the least expensive plate) equaled 12 pieces and arrived with rice and a choice of homemade cocktail sauce or garlic butter on the side. The shrimp packed just a bit of spicy heat, tasting as if they had been sautéed in a dry spice rub and lightly salted. Wash it all down with a liliko'i float (\$1.75) or a cold beer from Kaya's next door.

**Also on the menu:** snow crab legs (\$12.75); mussels (\$8.25); chili rice (\$3.50); hot dog (\$2); Kahuku corn on a stick (\$2).

**Ambience:** 11 shaded wooden picnic tables on a manicured lawn. Hawaiian music wafts in the background.

### Giovanni's Original White Shrimp Truck

The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore shrimp stops is the oldest and best known, making *Saveur* magazine's 100 list for 2004. Started by the Aragona family, Giovanni's was sold to current owner Troy Nitsche in 1997. By the time you read this, a new, modernized shrimp truck will have replaced the old one in Kahuku. New graffiti already are beginning to decorate it.

The traditional-style shrimp scampi plate (\$11) had 12 de-veined Neighbor Island shrimps swimming in a succulent, mildly spicy sauce. We couldn't help eating all of the sauce-soaked two scoops of rice even though we were starting to feel the effects of the shrimp and butter. Lots of garlic chunks in the sauce and a huge lemon wedge offer extra flavor. It's easy to see why Giovanni's sells an average of 400 plates a day.

**Also on the menu:** hot and spicy and lemon butter sautéed shrimp. Half plates, \$6.

**Ambience:** at Kahuku location, six shaded plastic picnic tables set on gravel with requisite Hawaiian music. The Hale'iwa site offers three tables but no shade.

### Famous Kahuku Shrimp Truck

The Famous Kahuku Shrimp Truck is nearly a twin of Giovanni's but with an Asian spin. Owner



At Romy's Kahuku Prawns & Shrimp Hut, after the big crustaceans are put on the plate, a sauce loaded with sautéed garlic chunks is ladled on. The shrimp and prawns are harvested daily from ponds. Deborah Booker - The Honolulu Advertiser

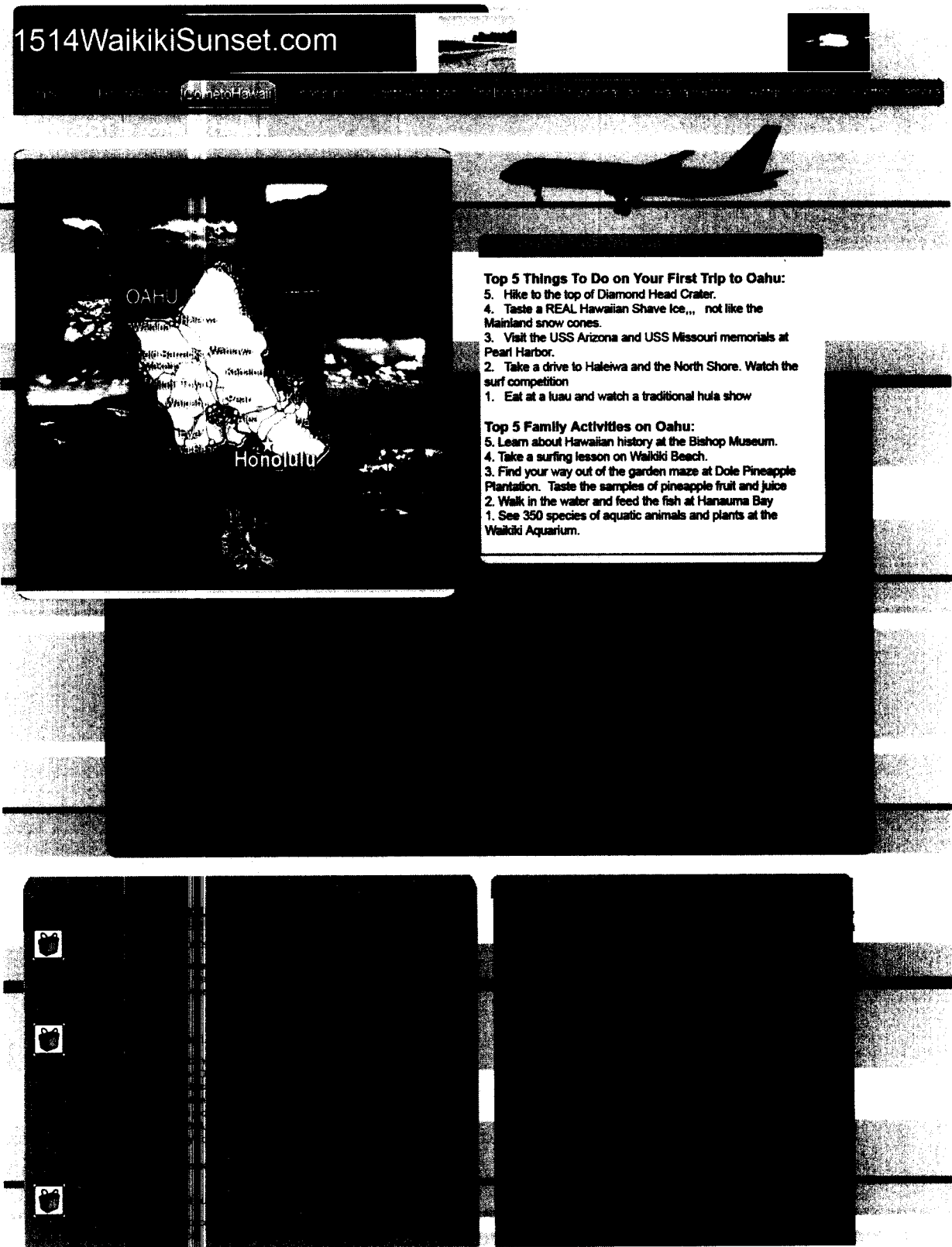
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**Attachments:**

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Your trademark application (Serial No. 85219370) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office Action") on 8/24/2011 to which you must respond. Please follow these steps:

1. Read the Office letter by clicking on this [link](#) OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter.

**PLEASE NOTE:** The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. **Respond** within 6 months, calculated from **8/24/2011** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System **Response to Office Action form**. If you have difficulty using the USPTO website, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

3. **Contact** the examining attorney who reviewed your application with any questions about the content of the office letter:

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## LETTER OF PROTEST MEMORANDUM

DATE: August 15, 2011

TO: Skye Young  
Examining Attorney  
Law Office 117

FROM: Jennifer Chicowski  
Office of the Deputy Commissioner for  
Trademark Examination Policy

SUBJECT: Letter of protest concerning Application Serial No. 85-219370 for the mark "GIOVANNI'S ORIGINAL HOT SAUCE" for "Cooking sauces; Flavourings for foods" in International Class 30.

A letter of protest filed before publication has been accepted because the evidence submitted by the protester is relevant and may support a reasonable ground for refusal appropriate in *ex parte* examination. Therefore, you must consider the following and make an independent determination whether to issue a requirement or refusal based on the objections raised in the letter of protest:

Possible false suggestion of a connection with John "Giovanni" Aragona under Section 2(a), 15 U.S.C. §1052(a), and/or lack of consent of John "Giovanni" Aragona under Section 2(c), 15 U.S.C. §1052(c).

Please see the attached evidence of Mr. Aragona's mobile shrimp truck "Giovanni's Original Shrimp Truck" and menu items sold under the name "Giovanni's Aloha Shrimp." Please also see the attached copies from a website featuring retail sales of sauces from Giovanni's Aloha Foods, including Scampi Marinade and Hot & Spicy Sauce.

*NOTE: The acceptance of a letter of protest filed before publication is not a legal determination by the USPTO of registrability, nor is it meant to compromise the integrity of the ex parte examination process. It merely serves to bring the submitted evidence to the attention of the examining attorney, who determines whether a refusal or requirement should be raised or ultimately made final.*

**LuckyU 002006**



giovanni aloha shrimp "Aragona"

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**Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...**

Aug 24, 2001 ... The owner of **Giovanni's Aloha Shrimp** Wagon says he was ... of the **Giovanni's Aloha Shrimp** Wagon in Kahuku from **Aragona** and her husband in ... archives.starbulletin.com/2001/08/24/news/story2.html - Cached - Similar

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Aug 24, 2001 ... According to the affidavit, **Aragona** met with Nistche at **Giovanni's Aloha Shrimp** on Waihona Street on Sunday and demanded that he sell back ... the.honoluluadvertiser.com/article/2001/Aug/24/In/In17a.html - Cached

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**'Ono Kine Grindz: Giovanni's Aloha Shrimp**

According to the Hawaii DCCA website, **Giovanni's Aloha Shrimp**, LLC is owned by **Connie Aragona** and James Goodrich. BTW...thanks for the link to the pipiri ... onokinegrindz.typepad.com/ono\_kine.../giovannis\_shrim.html?cid... - Cached

**Shrimp Trucks of Oahu's North Shore**

**Giovanni's Aloha Shrimp** Truck (Ono Kine Grindz); Review of Two North Shore Shrimp ... In August 2001, 46 year old **Connie Aragona** was charged with robbery, ... www.hawaiiiforvisitors.com/oahu/.../kahuku-shrimp-trucks.htm - Cached - Similar

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Started in 1993 by the **Aragona** family, **Giovanni's** was sold to Troy Nitsche in 1997. **Giovanni's** sells an average of 400 plates of **shrimp** a day. ... www.flickr.com/photos/wallyg/4773177246/ - Cached

**O'ahu - Kahuku: Giovanni's Shrimp Truck | Flickr - Photo Sharing!**

May 25, 2010 ... Started in 1993 by the **Aragona** family, **Giovanni's** was sold ... www.flickr.com/photos/wallyg/4772537885/ - Cached

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**Rally eats eclectic treats**

7 posts - Last post: Aug 5, 2001  
"I need to sell them all by Sunday," said **Aragona**, who has sold **Giovanni's Aloha Shrimp** from a truck on Oahu's North Shore since 1994. ... www.rapidcityjournal.com/article\_e40ebd3a-996e-5fd1-b1ac-e81150e53985.html

**HECO > Pasta Dessert (Aletria)**

Pasta Dessert (Aletria). Demonstrated by: **Connie Aragona** of **Giovanni's Aloha Foods** and Portuguese Pioneer Civic Association ... www.mauielectric.com/.../menuitem.33c4127d7938fd26dce8d210c510b1ca/?... - Cached

**Fiery Foods and Barbecue SuperSite - Hawaii: Honolulu Heat**

There I had a lunch of spicy **shrimp** out of **Giovanni's Shrimp** Truck. It turns out that Portuguese owner **Connie Aragona** is from Mozambique, Africa, ... www.fiery-foods.com/chiles.../1953-hawaii-honolulu-heat - Cached - Similar



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**Giovanni's Aloha Shrimp Truck - Haleiwa, HI**  
☆☆☆☆ 151 reviews - Price range: \$\$  
151 Reviews of Giovanni's Aloha Shrimp Truck "giovanni's definitely has good shrimp. better than shrimp shack, imo. the shrimp they serve is really fresh ...  
www.yelp.com › Restaurants › Seafood - Cached

**Giovanni's Aloha Shrimp - Phoa, HI**  
☆☆☆☆ 9 reviews - Price range: \$\$  
9 Reviews of Giovanni's Aloha Shrimp "You want plump and tasty shrimp ...  
www.yelp.com › Restaurants › Seafood - Cached  
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**Giovanni's Aloha Shrimp | Restaurant, | Places to Eat in Oahu ...**  
Read reviews and learn more about Giovanni's Aloha Shrimp and other in Oahu, Hawaii.  
Travel at Disney Family.com makes vacation planning easy – just pack ...  
family.go.com/.to.../poi-413406-giovanni-s-aloha-shrimp/- Cached - Similar

**Secrets of Hawaii- Lanikai and Kailua Beach**  
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www.portaloha.com/SecretsOfHawaii/KailuaBeach.htm - Cached - Similar

**Giovanni's Aloha Shrimp - Kahuku, Hawaii - Yahoo! Travel**  
☆☆☆☆ 8 reviews  
Giovanni's Aloha Shrimp, Kahuku - find photos, descriptions, maps, reviews, and expert advice on Yahoo! Travel.  
travel.yahoo.com/... › Oahu › Kahuku › Kahuku Restaurants - Cached - Similar

**'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
May 31, 2004 ... Giovanni's Aloha Shrimp Today was a wonderful day to take a drive to the North Shore. Why? Because it was a holiday and I didn't have to go ...  
onokinegrindz.typepad.com/ono.../giovannis\_shrim.html - Cached - Similar

**Giovanni's Aloha Shrimp**  
Giovanni's Aloha Shrimp in Pahoa is the first sit-down Giovanni's location and the third in the state of Hawaii.  
www.tasteofaloha.com/restaurants/giovannis+aloha+shrimp - Cached

**Giovanni's Aloha Shrimp #2 | Flickr - Photo Sharing!**  
Roadside shrimp stands such as these are an institution on the north shore of O'ahu.  
Giovanni's in Kahaku sells an average of 400 plates a day, each with 12 ...  
www.flickr.com/photos/78792726@N00/2654071207/ - Cached

**Giovanni's Aloha Shrimp | North Shore, Kahuku | Hawaii Restaurants ...**  
May 15, 2011 ... Hawaii Restaurants and Dining Guide for the island of Oahu. Find every place to eat from Hole in the walls to Fine Dining Restaurants.  
eatouthawaii.com/restaurant.php?res\_id=1115&area\_id=10 - Cached

**Giovanni's Aloha Shrimp Restaurant Reviews and Tips - Kahuku**  
Find 3 reviews on Giovanni's Aloha Shrimp Kahuku restaurant on Gogobot. Average rating is 5/5. "Giovanni's is the best shrimp truck on all of Oahu.  
www.gogobot.com/giovannis\_aloha\_shrimp-kahuku-restaurant - Cached

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giovanni hot sauce "aragona"

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- **Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...**  
Aug 24, 2001 ... On Sunday, police said **Aragona** met with Nistche at **Giovanni's** Aloha ... is a fixture on the North Shore and its **hot sauce** for shrimp won a ...  
archives.starbulletin.com/2001/08/24/news/story2.html - Cached - Similar
- 'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
i love the **giovanni's** hot and spicy **sauce**. but i live in arizona and have ... **Giovanni's** Aloha Shrimp, LLC is owned by Connie **Aragona** and James Goodrich. ...  
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- Fans of Giovanni's Original White Shrimp Truck Kahuku, HI ...**  
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www.facebook.com/group.php?gid=52088961043&v=wall
- Rally eats eclectic treats**  
7 posts - Last post: Aug 5, 2001  
**Hot sauce**, made using a recipe from **Aragona's** ... **Giovanni** is **Aragona's** ex-husband.  
**Aragona** rides a Harley in Hawaii and had always heard ...  
www.rapidcityjournal.com/article\_e40ebd3a-996e-5fd1-b1ac-e81150e53985.html
- What's a drive in the country without shrimp? - Honolulu Advertiser**  
Sep 24, 2004 ... Started by the **Aragona** family, **Giovanni's** was sold to current owner Troy Nitsche in ... with either a garlic glaze or sweet and **hot sauce**. ...  
the.honoluluadvertiser.com/article/2004/Sep/24/.../en12a.html - Cached - Similar
- Fiery Foods and Barbecue SuperSite - Hawaii: Honolulu Heat**  
I pushed on and went to the **hot sauces**. I was incinerated by a shot of North Shore's ... There I had a lunch of spicy shrimp out of **Giovanni's** Shrimp Truck. It turns out that Portuguese owner Connie **Aragona** is from Mozambique, Africa, ...  
www.fiery-foods.com/chiles.../1953-hawaii-honolulu-heat - Cached - Similar
- Shrimp Trucks of Oahu's North Shore**  
... lemon butter, **hot** and spicy, sweet and spicy, or a soy-based **sauce**. ... **Giovanni's** graffiti-covered white shrimp truck is the oldest and one of the best known ... of garlic in the **sauce**, but they also offer lemon butter and spicy **sauses**. ... In August 2001, 46 year old Connie **Aragona** was charged with robbery, ...  
www.hawaiiiforvisitors.com/oahu/.../kahuku-shrimp-trucks.htm - Cached - Similar
- Banquets**  
River fish a la dodine [a sauce of almond meal, garlic and egg] , savoury rice, a bourrey [stew] with **hot sauce** and eels reversed [yet ... The Wedding Banquet of the Marquis Trivulzio with Beatrice d'Avalos d'**Aragona**, Milan, 1488. ...  
www.sca.org.au/st\_florians/university/library/.../banquets.htm - Cached
- The Italian Food Guide: The Ultimate Guide to the Regional Foods ... - Google Books Result**  
Touring Club of Italy - 2002 - Cooking - 562 pages  
... **sauce**) and the tortine caide di mela annurca (**hot** annwrca apple cakes), ... 10  
-0817646016 MNIH aRa Ferrovia j\* via Alfonso d'**Aragona** 2 1 - 0815538525 ...  
books.google.com/books?isbn=8836525385...
- Choosing The Best Gifts For Men Virginia Beach VA - Virginia Beach ...**  
345 **Aragona** Boulevard Virginia Beach, VA. Data Provided by: ... bottle opener, a vacation to Las Vegas, **hot sauce** of the month clubs, custom bobble head, ...  
articles.directorym.com/Choosing\_The\_Best\_Gifts\_For\_Men\_Virginia\_Beach\_VA-r992770-Virginia\_Beach\_VA.html - Cached



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Chef Giovanni: Personal chef / cooking lessons / hot sauce The product was distributed to North Carolina, South Carolina, Alabama, Florida, New Jersey, ...  
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**TASTE OF HAWAII: GIOVANNI'S ORIGINAL SHRIMP TRUCK - AT HOME**

Apr 8, 2011 ... Well, we always buy a few containers of the hot sauce every time we go to Giovanni's. With the sauce in hand, my wife cooks the shrimp to ...  
greateatshawaii.blogspot.com/...giovannis-original-shrimp-truck-at-home.html - Cached

**2003 > Giovanni's Aloha Foods, LLC 18-Sep-03**

Oct 27, 2009 ... FDA analysis of a sample (# 188982) collected from your firm on February 21, 2003, confirmed that Giovanni's Hot Sauce contains sodium ...  
www.fda.gov > ... Enforcement Actions > Warning Letters - Cached

**Giovanni's [Archive] - HawaiiThreads.com**

14 posts - 5 authors - Last post May 10, 2008  
Friends: Does any one have any idea how I can buy a bottle of Giovanni's hot and spicy sauce and have it mailed to me? ...  
www.hawaiithreads.com > ... Ka Nohona > Kaukau Komer - Cached

**Personal Chef - Chef Giovanni: Personal Chef -- Lessons -- Hot ...**

I also offer a full line of all-natural crushed-pepper hot sauces under my Chef Giovanni brand! Whether or not you're a hot-sauce lover, you'll love my hot ...  
www.thumbtack.com > New York - Cached

**K&N Sponsored Giovanni Scelzi Wins First Time Out in the ...**

So far this year the win total for Giovanni "Hot Sauce" Scelzi stands at 17 - that's the Jr. Sprint and now Restricted 600 Class combined. ...  
www.knfilters.com/news/news.aspx?ID=2833 - Cached

**Chef Giovanni - Home**

Chef Giovanni will be selling his All-Natural Crushed-Pepper Sauces, Hot Sauces, and Marcona almonds, as well as promoting his other services, ...  
chefgiovanni.vpweb.com/ - Cached - Similar

**Hot Cooker With Aria Giovanni-Tomato Sauce**

7 min - Feb 9, 2009 - Uploaded by alidrus83  
tinyurl.com - Get all recipes that you want here  
www.youtube.com/watch?v=3YvoiLiVhL8

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**Menu - Giovanni's Pizza**

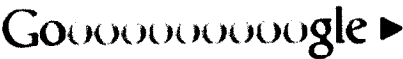
Steaming hot spaghetti topped with Giovanni's delicious meat sauce, covered with two kinds of cheese and then baked. Served with your choice of garlic bread ...  
giovannispizzapower.com/menu.htm - Cached

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**Charges Filed in Shrimp Truck Extortion - Honolulu Star-Bulletin ...**  
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**Hawaii Shrimp Shacks**  
The **Shrimp Shacks/Trucks**. The **shrimp** shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when **Giovanni** and Connie **Aragona** ...  
www.hawaiivacationinsider.com/shrimpsnacks.ivnu - Cached

**Shrimp Snacks | Honolulu and Oahu Features | Fodor's Travel Guides**  
In 1994, when **Giovanni** and Connie **Aragona** couldn't renew the lease on their Haleiwa ... that first business lives on as **Giovanni's Original Shrimp Truck**, ...  
www.fodors.com/world/north-america/usa/.../feature\_30027.html - Cached

**honoluluadvertiser.com**  
Aug 24, 2001 ... Later that evening, **Aragona** and one of the assailants went to **Giovanni's** Aloha **Shrimp truck** in Kahuku and demanded the cash box from the ...  
the.honoluluadvertiser.com/article/2001/Aug/24/In/In17a.html - Cached

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In 1994, when **Giovanni** and Connie **Aragona** couldn't renew the lease on ... The ready supply and the success of the first **shrimp truck** led to many imitators. ...  
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**Giovanni's Shrimp Truck - Kahuku, HI**

770 Reviews of **Giovanni's Shrimp Truck** "Ahhhhhhhh.....garrrrrrrr!! Whoever thought of that garlic hot dog should be given an award.  
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## 'Ono Kine Grindz: Giovanni's Aloha Shrimp

May 31, 2004 ... Good news for Southern California - she also told me they are opening a **Giovanni's Shrimp Truck** in Venice Beach in "a couple of months" ...  
onokinegrindz.typepad.com/ono.../giovannis\_shrim.html - Cached - Similar

**Giovanni's Shrimp Truck - North Shore, Oahu | Facebook**

**Giovanni's Shrimp Truck - North Shore, Oahu - The Original Shrimp Truck serving the island since 1993 | Facebook.**  
www.facebook.com/pages/Giovanis-Shrimp-Truck.../33962683723 - Cached

**Giovanni's Shrimp Truck - North Shore - Kahuku | Urbanspoon**

☆☆☆☆ 38 reviews · Price range \$10-15 per entree  
**Giovanni's Shrimp Truck**, Seafood Restaurant in North Shore. See the menu, 17 photos, 8  
 blog posts and 32 user reviews. Reviews from critics, food blogs and ...  
[www.urban Spoon.com](http://www.urban Spoon.com) | Hawaii | Greater Oahu | North Shore - Cached

## Secrets of Hawaii- Lanikai and Kailua Beach

Secrets of Hawaii : Kailua and Lanikai Beaches. Lanikai Beach: Lanikai means "heavenly sea" in the Hawaiian language. And at Lanikai Beach that is exactly ...  
www.portaloha.com/SecretsOfHawaii/KailuaBeach.htm - Cached - Similar

### Giovanni's Shrimp Truck

MENU DIRECTIONS HISTORY NEWS & PRESS STORE. FACEBOOK FEED. Recent Activity. THE FOOD!!! VIEW OUR MENU. **truck**. PHOTOS. FEEDBACK LINKS CONTACT. [www.giovanissshrimptruck.com/](http://www.giovanissshrimptruck.com/) - Cached

## Giovanni's Shrimp Truck, Kahuku - Restaurant Reviews - TripAdvisor

☆☆☆☆ 35 reviews

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### Giovanni's Shrimp Truck



2 min · Nov 13, 2006 · Uploaded by boxterturbo  
This is a North Shore legend... buttery garlic shrimp scampi. It's good...  
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## Shrimp Trucks of Oahu's North Shore

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**What's a drive in the country without shrimp? - Honolulu Advertiser**

Sep 24, 2004 ... The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore ...  
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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi | Flickr ...**  
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**'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
May 31, 2004 ... I live in Washington and used to be able to order bottles of **Giovanni's shrimp scampi** via internet. Our computer crashed awhile back and I ...  
[onokinegrindz.typepad.com/ono.../giovannis\\_shrim.html](#) - Cached - Similar

**'Ono Kine Grindz: Giovanni's Aloha Shrimp**  
**Giovanni's Aloha Shrimp** Today was a wonderful day to take a drive to the North ... As I went to retrieve my plate of **shrimp scampi**, I overheard the order .... **Giovanni's Aloha Shrimp, LLC** is owned by **Connie Aragona** and James Goodrich. ...  
[onokinegrindz.typepad.com/ono\\_kine.../giovannis\\_shrim.html?cid...](#) - Cached

**Giovanni's Shrimp Truck - Kahuku, HI**  
★★★★☆ 770 reviews - Price range: \$\$  
After a day at the beach **Giovanni's Shrimp Truck** hits the spot! Been here twice. I've tried the **Shrimp scampi**, a garlic lover's dream and the lemon butter, ...  
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**Recipe: Giovanni Shrimp Scampi**  
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[www.recipeink.com/msgbrd/board\\_14/2005/.../17637.html](#) - Cached - Similar

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Started by the **Aragona** family, **Giovanni's** was sold to current owner Troy Nitsche in 1997. The traditional-style **shrimp scampi** plate (\$11) has 12 de-veined ...  
[www.hawaiiavacationinsider.com/shrimpsnacks.ivnu](#) - Cached

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SHRIMP SHACKS	
<p>NO DRIVE TO THE NORTH SHORE is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahala'u to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.</p> <p>The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their horticulture-debased Italian</p>	<p>Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.</p> <p>But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).</p> <p>Don't be fooled that all that shrimp comes fresh from the ponds; much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is an arm</p>

Fodor's Hawaii 2010
edited by Linda Cabasin, Rachel Klein, Jess Moss, Amanda Theunissen



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Shrimp Shacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kahuku. For under \$12, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently immobile), with picnic table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—

Though it has changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sautee, both worth a stop.

But there's plenty of competition—at least a half-dozen stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all that shrimp comes fresh from the ponds, much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut is no slouch, one of the longest-running

2

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What began as an unknown white shrimp truck on Oahu's North Shore ...


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### About Giovanni's Aloha Foods and Famous Shrimp Sauce!

**What began as an unknown, white shrimp truck on Oahu, Hawaii's North Shore — Became a Legend ...**

Known for it's succulent shrimp morsels served up hot and tasty, Giovanni's Aloha Foods has been pleasing palettes since 1997. Giovanni's Hot & Spicy Sauce, a sauce almost as hot as volcanic lava, has been known to bring customers to their knees; while the mild, but flavor-packed, Giovanni's Scampi Marinade has brought nothing but delight to customers. AND NOW YOU CAN BUY IT IN A BOTTLE!



#### Our Customers Say

"Our friend told us to stop at the "White Shrimp Truck" in Kahuku, and we're glad we did! The garlic scampi was our family's overall favorite, and I loved the Hot & Spicy. I really mean it! I collect hot sauce from all over the place, Barbados to Belize, Louisiana to Los Angeles, and your secret African Roots and spice are truly unique. I can't wait till you start bottling it."

— Eddie, Terry & Jacob Coleman, Venice, Calif.

"Thanks for serving some of Oahu's finest, tastiest, freshest shrimp scampi. We really enjoyed dining daily at the white shrimp truck, during our recent vacation. Your shrimp is the BEST!"

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— Jim & Mary Jane West Lufkin, Texas

"You have been one of "A list" stops on our list of must see sights on Oahu As always it was the most scrumptious meal."

— Lou Harris San Mateo, California

"Still looking forward to seeing you and having your famous shrimp sauces."

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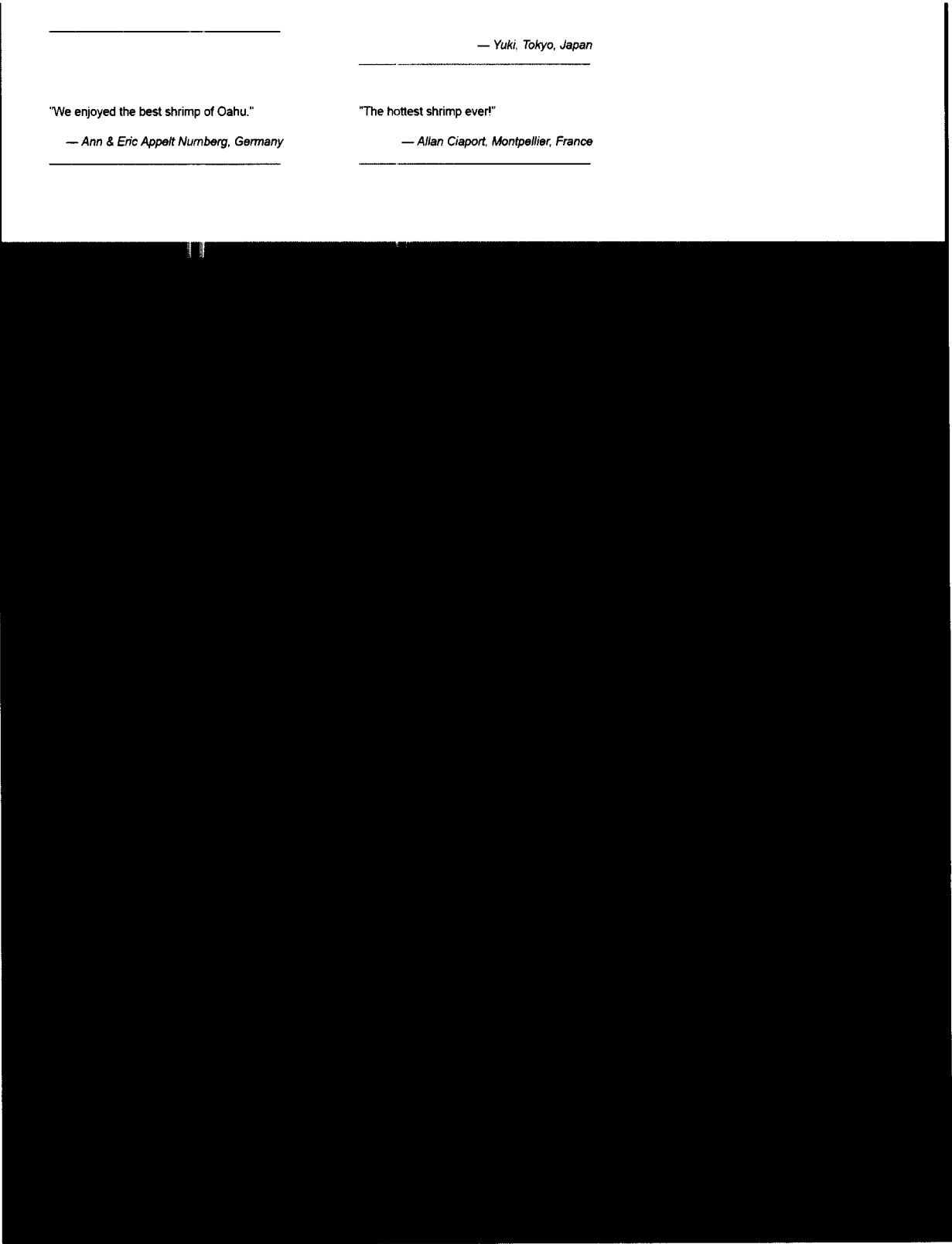
"I miss talking to you and eating your incredible shrimp. I'll see you soon in paradise."

— Yasser Alexandria, Egypt

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CLOSE UP Shrimp Snacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahala'u to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked), with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Hale'iwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds: much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the


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## Shrimp Snacks

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## Shrimp Snacks

No drive to the North Shore is complete without a shrimp stop. Shrimp stands dot Kamehameha Highway from Kahaluu to Kahuku. For under \$10, you can get a shrimp plate lunch or a snack of chilled shrimp with cocktail sauce, served from a rough hut or converted vehicle (many permanently parked) with picnic-table seating.

The shrimp shack phenomenon began with a lost lease and a determined restaurateur. In 1994, when Giovanni and Connie Aragona couldn't renew the lease on their Haleiwa deli, they began hawking their best-selling dish—an Italian-style scampi preparation involving lemon, butter, and lots of garlic—from a truck alongside the road. About the same time, aquaculture was gaining a foothold in nearby Kahuku, with farmers raising sweet, white shrimp and huge, orange-whiskered prawns in shallow freshwater ponds. The ready supply and the success of the first shrimp truck led to many imitators.

Though it's changed hands, that first business lives on as Giovanni's Original Shrimp Truck, parked in Kahuku town. Signature dishes include the garlic shrimp and a spicy shrimp sauté, both worth a stop.

But there's plenty of competition—at least seven stands, trucks, or stalls are operating at any given time, with varying menus (and quality).

Don't be fooled that all of the shrimp comes fresh from the ponds: much of it is imported. The only way you can be sure you're buying local farm-raised shrimp is if the shrimp is still kicking. Romy's Kahuku Prawns and Shrimp Hut (Kamehameha Hwy., near Kahuku) is an arm of one of the longest-running aquaculture farms in the area; they sell live shrimp and prawns and farm-raised fish along with excellent plate lunches. The pan-fried shrimp and buttery, locally-raised corn from the bright-yellow Shrimp Shack, parked at The Ching Store on Kamehameha Highway in Punaluu, is first-rate, too.

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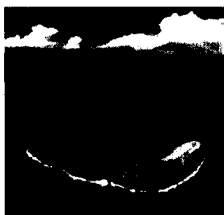
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## Islands of Hawaii

## Oahu's North Shore Shrimp Trucks

*When you're driving around the island of Oahu, you won't want to miss picking up a delicious shrimp lunch at one of the shrimp trucks parked near Kahuku on Oahu's north shore. There are also several roadside stands in this area where fresh cooked shrimp are sold.*



Editor Kathie Fry

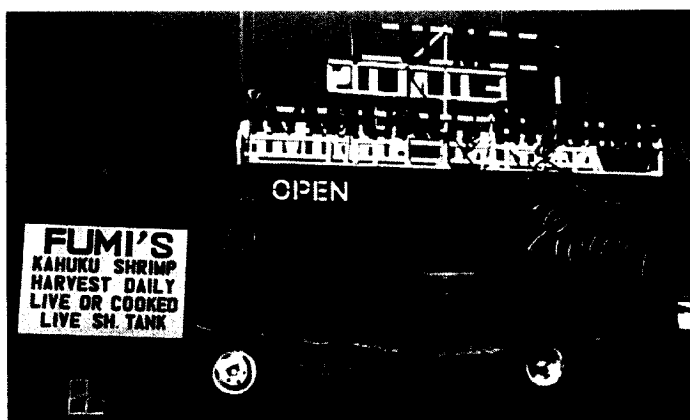


Photo Credit: Kathleen Walling Fry

## More Photos

Most of the shrimp trucks on Oahu's north shore are located near the town of Kahuku, which is a well-known shrimp aquaculture area, but you will also find shrimp for sale in several other places along the road between Kualoa and Hale'iwa.

Shrimp plates are ordered at the windows of these shrimp trucks, and it is usually served with two scoops of rice, and sometimes macaroni salad, a green salad, pineapple slices, and/or a lemon slice. Plain unadorned shrimp is available, but the most popular shrimp plates have garlic, lemon butter, hot and spicy, sweet and spicy, or a soy-based sauce. The last time I ate at a shrimp truck the prices were about \$10-12 USD per plate.

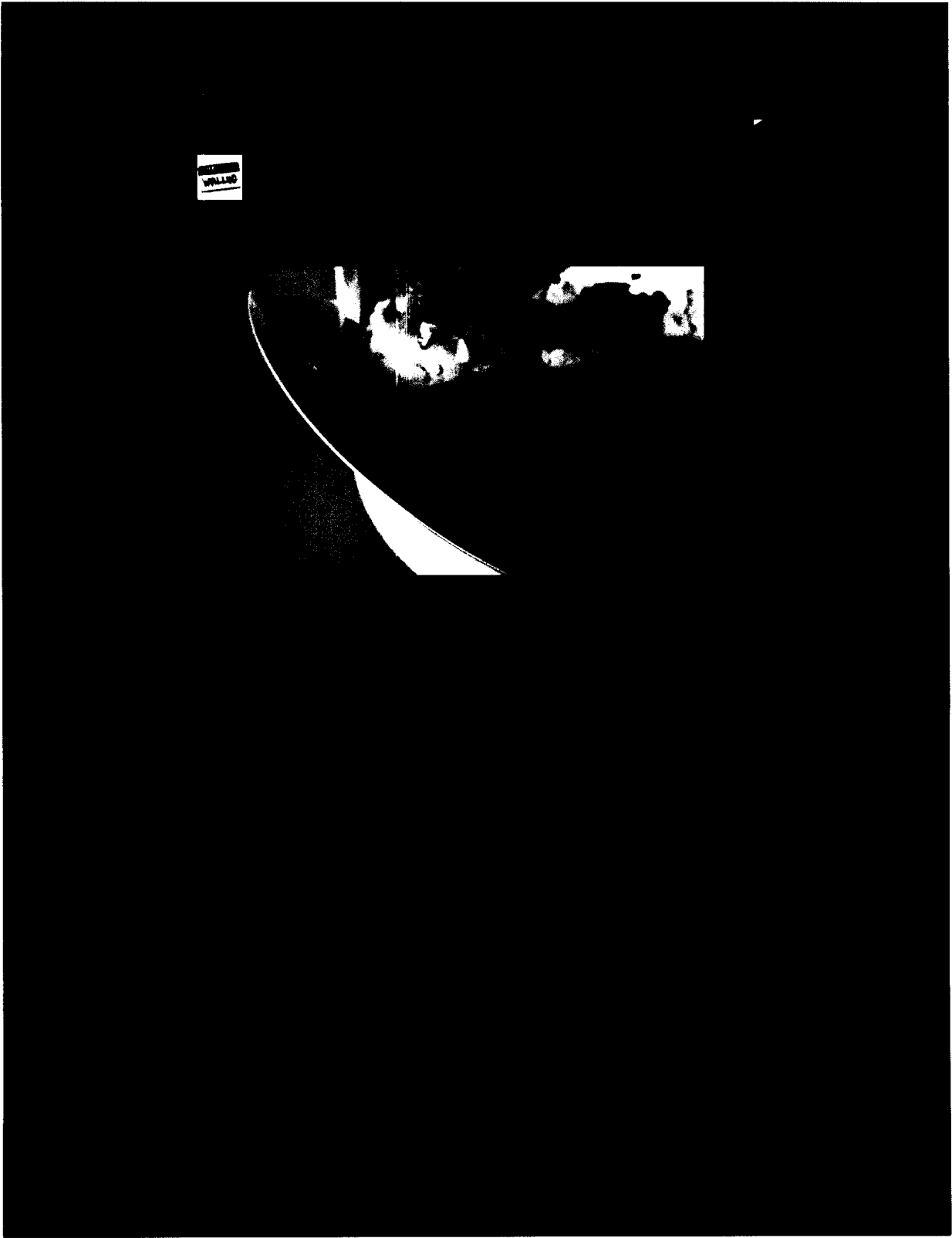
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**O'ahu - Kahuku: Giovanni's Shrimp Truck - Shrimp Scampi**

Giovanni's Shrimp Truck, a graffiti-covered white shrimp truck, is the oldest and one of the best known shrimp trucks on O'ahu's north shore. Usually parked off Kamehameha Highway just past Puuluana Street in Kahuku, Giovanni's is famous for their shrimp scampi, but also serve a hot and spicy shrimp and a lemon and butter shrimp. Started in 1993 by the Aragano family, Giovanni's was sold to Troy Nitsche in 1997. Giovanni's sells an average of 400 plates of shrimp a day.

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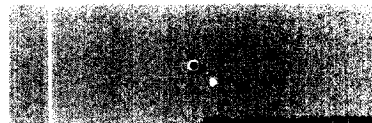
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### Giovanni's Original White Shrimp Truck

After 11 years, this is the last day of the original Giovanni's White Shrimp Truck. The truck is the oldest and best known in the state, and it's been a part of the local food scene for over 100 years. It's a true Hawaii classic, and it's a shame to see it go. The truck is a simple wooden structure with a thatched roof, and it's a true Hawaii classic. It's a shame to see it go.

### The traditional style shrimp truck

The traditional style shrimp truck is a simple wooden structure with a thatched roof. It's a true Hawaii classic, and it's a shame to see it go. The truck is a simple wooden structure with a thatched roof, and it's a true Hawaii classic. It's a shame to see it go.

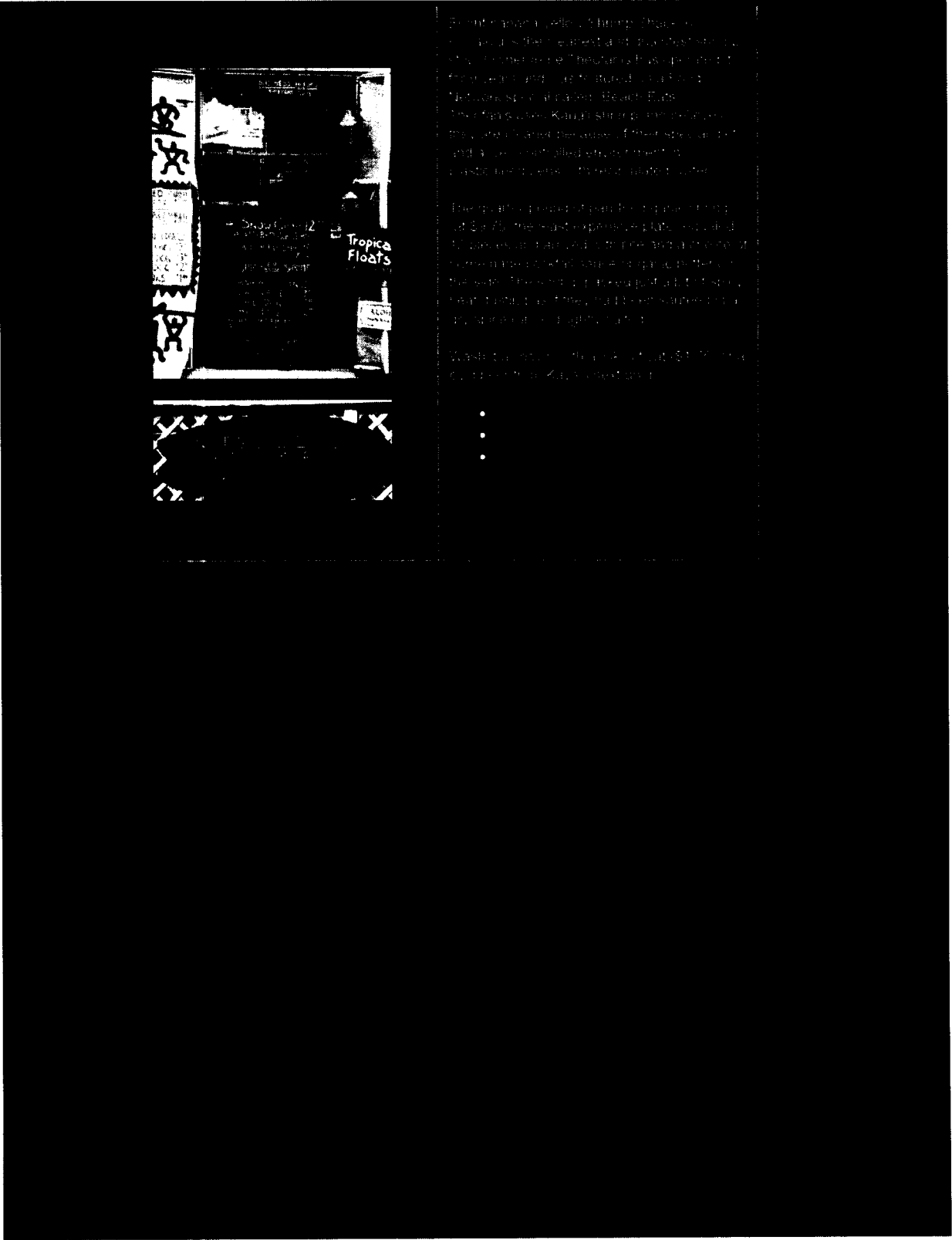
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The shrimp served at these tricks is delicious, but it is also unpeeled, sometimes unveined, and very messy to eat. Be sure pick up plenty of napkins. Some of the shrimp truck locations have covered picnic tables with hawaiian music is playing.

### The Shrimp Trucks

#### Blue Water Shrimp

This is one of newest shrimp trucks on Oahu's north shore, and it is one of the trucks that participated in the Turtle Bay Resorts 2005 "Battle of the North Shore Shrimp Trucks". Their shrimp plates come with a salad sprinkled with goat cheese and they have several non-shrimp items on their menu.

#### Famous Kahuku Shrimp Truck

This shrimp truck is usually parked in Kahuku, and they offer shrimp with lemon sauce, spicy sauce, and a sweet black pepper sauce. Their menu includes several non-shrimp items.

- [Review of Two North Shore Shrimp Trucks](#)

#### Fumi's Kahuku Shrimp and Seafood

Fumi's brightly painted "Hawaiian sunset" shrimp truck is impossible to miss, and their shrimp plates are simple but delicious. They offer garlic sauce, lemon butter sauce, and a spicy sauce, and plates are served with two scoops of rice, fresh pineapple slices, and a green salad. I have heard that service at some trucks is not friendly, but the people at Fumi's were very and smiling the last time I was there. Fumi's is one of the shrimp trucks that participated in the Turtle Bay Resorts 2005 battle of the North Shore Shrimp Trucks.

- [Photos of Fumi's Kahuku Shrimp Truck](#)

#### Giovanni's Shrimp Truck

Giovanni's graffiti-covered white shrimp truck is the oldest and one of the best known shrimp trucks on Oahu's north shore. They usually parked in Kahuku and Hale'iwa. They are most famous for their garlic shrimp that has large chunks of garlic in the sauce, but they also offer lemon butter and spicy sauces.

- [Giovanni's Aloha Shrimp Truck](#) (Ono Kine Grindz)
- [Review of Two North Shore Shrimp Trucks](#) (Reiki Aloha)
- [Secrets of Hawaii: Giovanni's Shrimp Truck](#) (Port Aloha)
- [Photo and Info About Giovanni's Shrimp Truck](#)

**Macky's Kahuku Sweet Shrimp** This shrimp truck is owned by Macky Chen's Chen-Lu Shrimp Farm. Plates come with two scoops of rice, a pineapple slice, a piece of sweet potato, and a green salad. Macky's was the winner of the 2005 Battle of the Northshore Shrimp Trucks" contest that was part of the Turtle Bay Resort's first annual Seafood Festival. The winning shrimp recipe was suppose to be added to the menu at the Turtle Bay Resort, but I have not been able to find out which of Macky's sauces won the competition. Does anybody know? (please send email to hawaiiitravelnewsletter@gmail.com).

**Romy's Kahuku Prawns and Shrimp Hut**  
The owners of this roadside shrimp stand at 56-781 Kamehameha Highway in Kahuku use shrimp from their own aquaculture farm, and they offer the standard garlic and spicy sauces, and also a special asian-style house sauce that includes soy sauce and chile sauce. Their menu includes several non-shrimp items.

**The Shrimp Shack**  
The Shrimp Shack is a bright yellow shrimp truck that is usually parked near Kaya's Store in Punalu'u. Their menu includes shrimp with either garlic sauce or cocktail sauce, and several other items. I have heard that the Shrimp Shack does not use Kahuku shrimp, but instead prefers to use Kauai shrimp.

- Honolulu Star Bulletin Shrimp Shack Article
- 101 Things to Do Shrimp Shack Article

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**The Kahuku Shrimp Truck Scandal**  
In August 2001, 46 year old Connie Aragona was charged with robbery, extortion, and kidnapping because of her efforts to take over Troy Nistche's lucrative north shore shrimp truck business at gunpoint. See also:

- The Grass Skirt Grill in Haleiwa
- More Haleiwa North Shore Oahu Restaurants
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Lori Myrland, Journal Staff Writer Rapid City Journal | Posted: Sunday, August 5, 2001 11:00 pm

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**Buy this photo** Dick Kettlewell Erin Gray of Rapid City brings out a huge shrimp cocktail at Giovanni's Aloha Shrimp booth in Sturgis. Gray is a recent graduate of the University of South Dakota with majors in

business and mass communications. (Journal photo by Dick Kettlewell)

STURGIS - If you hear a rumble at the rally and it doesn't seem to be coming from the bikes, it might be your stomach.

You won't have to look far in downtown Sturgis to find the usual variety of fare, including everything from Rocky Mountain oysters to sweet potatoes, funnel cakes to spiral fries. But in a place seemingly maxed out with food booths, new vendors try their best to stand out by offering something unique.

There's Hawaiian shrimp cooked Italian-style, German sausage and sauerkraut from Idaho and - hard as this may be to believe - healthful food at a booth set up by a Martin woman.

On Monday, few vendors - food or otherwise - were reporting brisk sales, with crowds noticeably smaller than in the past two years. One-dollar bottles of water seemed to be selling as fast as anything in the

98-degree heat, but it was only the first day of the rally, and plenty of motorcycles still were streaming in from Interstate 90. Fresh-squeezed lemonade, available at several stands, also was popular.

Light rain that fell a couple of times in the afternoon cooled things off for a short time and caused some rallygoers to seek shelter under vendor canopies. Still, Sarah Thornton of Sturgis, working at an espresso booth on Main Street, said she was selling a lot more iced coffee than hot.

One place where business was lively was the Wrigley Field Bar and Grill off Exit 30. File gumbo, made with chicken, sausage and rice, was a popular seller at \$4 per bowl.

Demo rides of the new Harley-Davidson V-Rod performance cruiser were popular nearby, and plenty of people were stopping in for a bowl of the hot and spicy dish from Louisiana. Unlike downtown, there are fewer places in that part of town to get a meal.

Downtown, Connie Aragona brought 10,000 pounds of jumbo shrimp to the rally to introduce her award-winning product - also hot and spicy - to the mainland. "I need to sell them all by Sunday," said Aragona, who has sold Giovanni's Aloha Shrimp from a truck on Oahu's North Shore since 1994. She sells 6,000 pounds of shrimp a month, cooked to order.

Her 1951 Ford truck has become a landmark there, and Aragona and two business partners hope to market their garlic marinade and hot sauce on the mainland.

The shrimp scampi she's selling at the rally is marinated in chopped garlic, olive oil, lemon, butter and white wine, then sauteed, giving it a strong flavor. It's served on a bed of steamed rice with roasted garlic on top. Hot sauce, made using a recipe from Aragona's great-great-grandparents, is optional. The marinade is a recipe Aragona got from her ex-mother-in-law, a native of Naples. Giovanni is Aragona's ex-husband.


Aragona rides a Harley in Hawaii and had always heard about the Sturgis rally. She decided to launch her product's mainland debut here and already is planning to return next year.

A native of Mozambique who is of Portuguese descent, this is Aragona's first time in the Midwest and her



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Posted on: Friday, September 24, 2004

## What's a drive in the country without shrimp?

*Editor's note: Today we introduce our new restaurant critic, Helen Wu, a graduate of the University of Hawai'i (Asian studies) and of the Kapi'olani Community College culinary arts program, where she received outstanding- student and culinary-excellence awards, and also wrote for Kapio, the student journal. Wu wrote for The Advertiser while in school, as well.*

By Helen Wu  
Advertiser Restaurant Critic

No drive to the North Shore is complete without a meal at one of the shrimp stands that have sprouted along the highway as a result of the development of aquaculture farms here. These are now are some of the most recognized dining spots in an area of the island not known for food.

My mission was to compare and contrast the shrimp shacks, and I brought my mother (a self-professed shrimp fanatic who can suck in a whole shrimp, head and all, and just spit out the shell). During two forays, we tried garlic butter scampi-style shrimp plates at a half-dozen spots. One caution: Shrimp shacks come and go, and hours vary. Be flexible.

### Shrimp Shack

Bright banana-yellow Shrimp Shack in Punalu'u is the cleanest and quaintest shrimp stop. Owner Irene Theofanis has operated it for six years and was featured on a Food Network special called "Beach Eats." Theofanis uses Kaua'i shrimp and believes they are cleaner because of their special diet and a well-controlled environment in plastic-lined pens with recirculated water.

The quarter-pound of pan-fried garlic shrimp (at \$9.75, the least expensive plate) equaled 12 pieces and arrived with rice and a choice of homemade cocktail sauce or garlic butter on the side. The shrimp packed just a bit of spicy heat, tasting as if they had been sautéed in a dry spice rub and lightly salted. Wash it all down with a liliko'i float (\$1.75) or a cold beer from Kaya's next door.

**Also on the menu:** snow crab legs (\$12.75); mussels (\$8.25); chili rice (\$3.50); hot dog (\$2); Kahuku corn on a stick (\$2).

**Ambience:** 11 shaded wooden picnic tables on a manicured lawn. Hawaiian music wafts in the background.

### Giovanni's Original White Shrimp Truck

The sign for graffiti-covered Giovanni's Original White Shrimp Truck says it all. Around for 11 years, this institution among North Shore shrimp stops is the oldest and best known, making *Saveur* magazine's 100 list for 2004. Started by the Aragona family, Giovanni's was sold to current owner Troy Nitsche in 1997. By the time you read this, a new, modernized shrimp truck will have replaced the old one in Kahuku. New graffiti already are beginning to decorate it.

The traditional-style shrimp scampi plate (\$11) had 12 de-veined Neighbor Island shrimps swimming in a succulent, mildly spicy sauce. We couldn't help eating all of the sauce-soaked two scoops of rice even though we were starting to feel the effects of the shrimp and butter. Lots of garlic chunks in the sauce and a huge lemon wedge offer extra flavor. It's easy to see why Giovanni's sells an average of 400 plates a day.

**Also on the menu:** hot and spicy and lemon butter sautéed shrimp. Half plates, \$6.

**Ambience:** at Kahuku location, six shaded plastic picnic tables set on gravel with requisite Hawaiian music. The Hale'iwa site offers three tables but no shade.

### Famous Kahuku Shrimp Truck

The Famous Kahuku Shrimp Truck is nearly a twin of Giovanni's but with an Asian spin. Owner



At Romy's Kahuku Prawns & Shrimp Hut, after the big crustaceans are put on the plate, a sauce loaded with sautéed garlic chunks is ladled on. The shrimp and prawns are harvested daily from ponds. Deborah Booker • The Honolulu Advertiser

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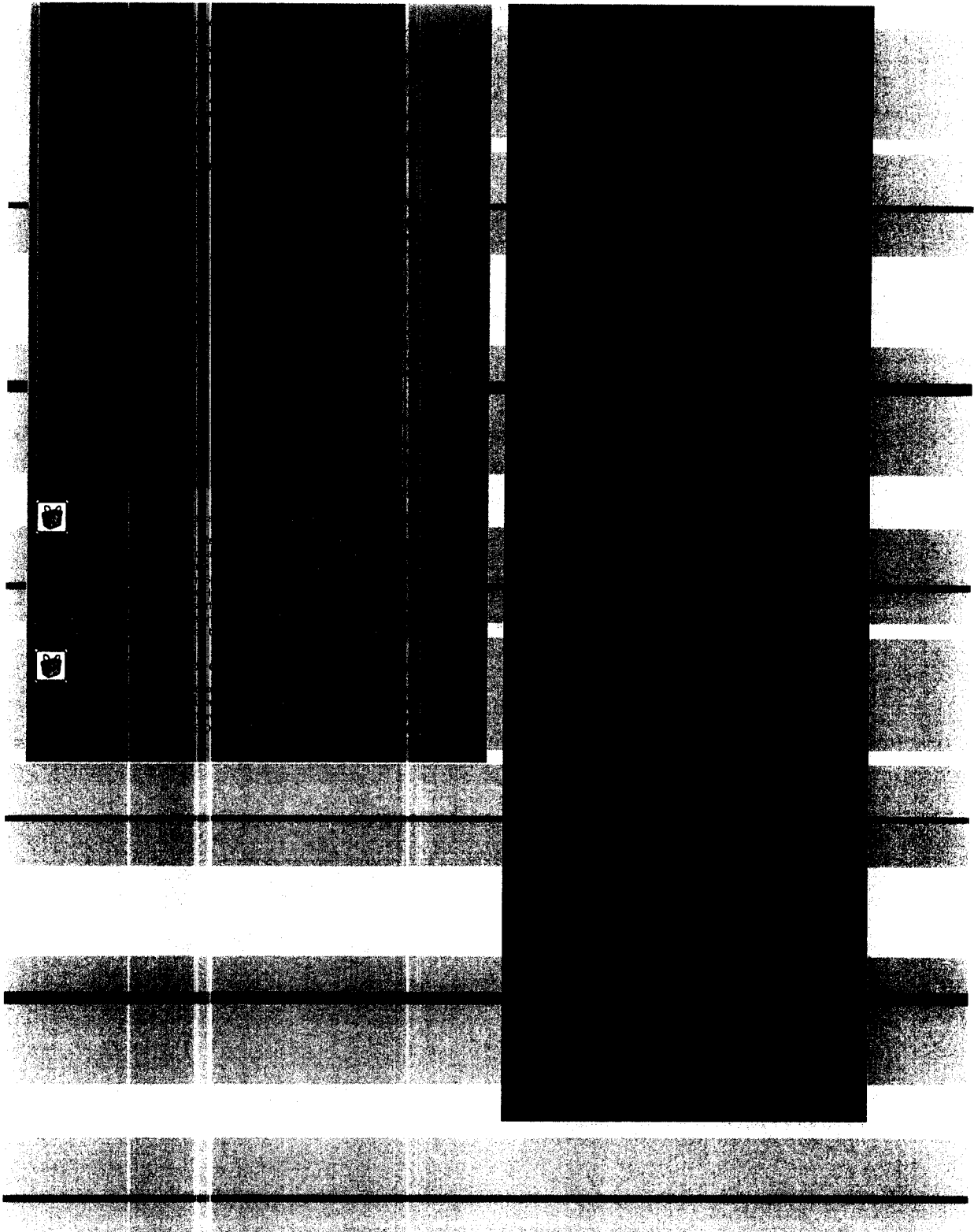
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- Taste a REAL Hawaiian Shave Ice,,, not like the Mainland snow cones.
- Visit the USS Arizona and USS Missouri memorials at Pearl Harbor.
- Take a drive to Haleiwa and the North Shore. Watch the surf competition
- Eat at a luau and watch a traditional hula show

### Top 5 Family Activities on Oahu:

- Learn about Hawaiian history at the Bishop Museum.
- Take a surfing lesson on Waikiki Beach.
- Find your way out of the garden maze at Dole Pineapple Plantation. Taste the samples of pineapple fruit and juice
- Walk in the water and feed the fish at Hanauma Bay
- See 350 species of aquatic animals and plants at the Waikiki Aquarium.



**LuckyU 002038**

**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85219370 - GIOVANNI'S ORIGINAL HOT SAUCE - N/A  
**Sent:** 3/21/2011 4:11:41 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
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[Attachment - 4](#)  
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[Attachment - 7](#)  
[Attachment - 8](#)  
[Attachment - 9](#)

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 85219370

**MARK:** GIOVANNI'S ORIGINAL HOT SAUCE

**\*85219370\***

**CORRESPONDENT ADDRESS:**

LUCKYU ENTERPRISES, INC.  
LUCKYU ENTERPRISES, INC.  
57-120 LALO KUILIMA WAY APT 12  
KAHUKU, HI 96731-2122

**CLICK HERE TO RESPOND TO THIS LETTER:**  
<http://www.uspto.gov/teas/eTEASpageD.htm>

**APPLICANT:** LuckyU Enterprises, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

[gioshrimp@aol.com](mailto:gioshrimp@aol.com)

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**LuckyU 002039**

ISSUE/MAILING DATE: 3/21/2011

**TO EXPEDITE APPLICATION:**

The issue(s) raised may be resolved by telephone. The applicant may telephone the examining attorney at (571) 272-9713 or [skye.young@uspto.gov](mailto:skye.young@uspto.gov), instead of submitting a written response, to expedite the application.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

**SEARCH**

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

**DISCLAIMER**

Applicant must disclaim the descriptive wording "**ORIGINAL HOT SAUCE**" apart from the mark as shown because it merely describes an ingredient and feature of applicant's goods. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached to this action, the applicant will find a dictionary reference wherein the term "original" is defined as "preceding all others in time; first" and "hot sauce" is defined as a condiment. *See* attachments.

A term is merely descriptive if it conveys **an immediate idea** of the ingredients, qualities, or characteristics of the identified goods and/or services. *See In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001). When used in relation to the goods, the immediate idea rendered by the wording "ORIGINAL HOT SAUCE" describes the applicant's goods. Specifically, it merely informs consumers that the applicant's flavorings for food are a first of its kind formula of the condiment, hot sauce. Given the descriptive nature of the wording, it lacks source identifying significance and, thus, must be disclaimed.

A "disclaimer" is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of the goods and/or services, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); *see* TMEP §§1209.03(f), 1213.03 *et seq.*

The following is the standard format used by the Office:

**No claim is made to the exclusive right to use "ORIGINAL HOT SAUCE" apart from the mark as shown.**

**LuckyU 002040**

TMEP §1213.08(a)(i); *see In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

## **SPECIMEN**

The specimen is not acceptable because it is merely a photocopy of the drawing or a picture or rendering of the applied-for mark; it does not show the applied-for mark in actual use in commerce on the goods. *See* 37 C.F.R. §2.56(c); TMEP §904.04(a). Trademark Act Section 45 requires use of the mark “on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto.” 15 U.S.C. §1127; *see* 37 C.F.R. §2.56(b)(1); TMEP §904.03.

An application based on Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each class of goods. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Therefore, applicant must submit the following:

(1) A substitute specimen showing the mark in use in commerce for each class of goods specified in the application; and

(2) The following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**The substitute specimen was in use in commerce at least as early as the filing date of the application.**” 37 C.F.R. §2.59(a); TMEP §904.05; *see* 37 C.F.R. §2.193(e)(1). If submitting a substitute specimen requires an amendment to the dates of use, applicant must also verify the amended dates. 37 C.F.R. §2.71(c); TMEP §904.05.

Examples of specimens for goods are tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale. *See* TMEP §§904.03 *et seq.*

If applicant cannot satisfy the above requirements, applicant may amend the application from a use in commerce basis under Section 1(a) to an intent to use basis under Section 1(b), for which no specimen is required. *See* TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use with a proper specimen. *See* 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP §1103.

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant has had a bona fide intention to use the mark in commerce on or in connection with the goods listed in the application as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); *see* 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

Pending receipt of a proper response, registration is refused because the specimen does not show the applied-for mark in use in commerce as a trademark. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

PLEASE NOTE:

**LuckyU 002041**

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
Fx: (571) 273-9117  
Em: skye.young@uspto.gov

**TO RESPOND TO THIS LETTER:** Go to <http://www.uspto.gov/teas/eTEASpageD.htm>. Please wait 48-72 hours from the issue/mailling date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

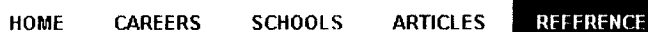
**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

**LuckyU 002042**





### Definition of original

### Conversion Calculator

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## Search

original equipment manufacturer >

1. Preceding all others in time; first
2.
  - a. Not derived from something else; fresh and unusual: *an original play, not an adaptation.*
  - b. Showing a marked departure from previous practice; new: *a truly original approach.* See Synonyms at new.
3. Productive of new things or new ideas; inventive: *an original mind.*
4. Being the source from which a copy, reproduction, or translation is made.

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**LuckyU 002043**

NOUN:


- 1. A first form from which other forms are made or developed: *Later models of the car retained many features of the original.*
- 2.
  - a. An authentic work of art: *bought an original, not a print.*
  - b. Work that has been composed firsthand: *kept the original but sent a photocopy to his publisher.*
- 3. A person who is appealingly odd or curious; a character.
- 4. Archaic The source from which something arises; an originator.

ETYMOLOGY:

Middle English, from Old French, from Latin *originālis*, from *origō*, or *igin-*, *source* ; see **origin**

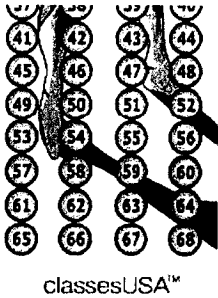
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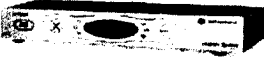
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hot' sauce"

any of several highly spiced, pungent condiments, esp. one containing some type of pepper or chili.

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PASTA WITH SHRIMP SCAMPI

Peel shrimp and ... mustard, and Worcestershire **sauce**, cook over ... cheese. Yields 4-6 servings. Serve with salad and crusty bread

Ingredients: 1/2 lb. shrimp, 1/2 cup butter, 1/2 cup tomato sauce, 1/2 cup white wine, 1/2 cup parmesan cheese, 1/2 cup mozzarella cheese, 1/2 cup ricotta cheese, 1/2 cup cream, 1/2 cup milk, 1/2 cup oil, 1/2 cup salt, 1/2 cup pepper, 1/2 cup garlic, 1/2 cup onion, 1/2 cup celery, 1/2 cup carrot, 1/2 cup zucchini, 1/2 cup eggplant, 1/2 cup mushrooms, 1/2 cup artichokes, 1/2 cup asparagus, 1/2 cup green beans, 1/2 cup peas, 1/2 cup corn, 1/2 cup lima beans, 1/2 cup chickpeas, 1/2 cup lentils, 1/2 cup kidney beans, 1/2 cup black beans, 1/2 cup pinto beans, 1/2 cup navy beans, 1/2 cup great northern beans, 1/2 cup cannellini beans, 1/2 cup adzuki beans, 1/2 cup mung beans, 1/2 cup soybeans, 1/2 cup lentils, 1/2 cup chickpeas, 1/2 cup kidney beans, 1/2 cup black beans, 1/2 cup pinto beans, 1/2 cup navy beans, 1/2 cup great northern beans, 1/2 cup cannellini beans, 1/2 cup adzuki beans, 1/2 cup mung beans, 1/2 cup soybeans

SCAMPI SHRIMP SAUCE

Melt butter in ... wine and tomato **sauce**, and cook ... with salt and pepper. Spoon over hot, buttered pasta and sprinkle with parsley.

Ingredients: 1/2 lb. shrimp, 1/2 cup butter, 1/2 cup tomato sauce, 1/2 cup white wine, 1/2 cup parmesan cheese, 1/2 cup mozzarella cheese, 1/2 cup ricotta cheese, 1/2 cup cream, 1/2 cup milk, 1/2 cup oil, 1/2 cup salt, 1/2 cup pepper, 1/2 cup garlic, 1/2 cup onion, 1/2 cup celery, 1/2 cup carrot, 1/2 cup zucchini, 1/2 cup eggplant, 1/2 cup mushrooms, 1/2 cup artichokes, 1/2 cup asparagus, 1/2 cup green beans, 1/2 cup peas, 1/2 cup corn, 1/2 cup lima beans, 1/2 cup chickpeas, 1/2 cup lentils, 1/2 cup kidney beans, 1/2 cup black beans, 1/2 cup pinto beans, 1/2 cup navy beans, 1/2 cup great northern beans, 1/2 cup cannellini beans, 1/2 cup adzuki beans, 1/2 cup mung beans, 1/2 cup soybeans

BROILED SHRIMP SCAMPI & SAUCE

Split 3 pounds ... in platter, pour hot **Scampi sauce** on each and ... halves

Ingredients: 3 lbs. shrimp, 1/2 cup butter, 1/2 cup tomato sauce, 1/2 cup white wine, 1/2 cup parmesan cheese, 1/2 cup mozzarella cheese, 1/2 cup ricotta cheese, 1/2 cup cream, 1/2 cup milk, 1/2 cup oil, 1/2 cup salt, 1/2 cup pepper, 1/2 cup garlic, 1/2 cup onion, 1/2 cup celery, 1/2 cup carrot, 1/2 cup zucchini, 1/2 cup eggplant, 1/2 cup mushrooms, 1/2 cup artichokes, 1/2 cup asparagus, 1/2 cup green beans, 1/2 cup peas, 1/2 cup corn, 1/2 cup lima beans, 1/2 cup chickpeas, 1/2 cup lentils, 1/2 cup kidney beans, 1/2 cup black beans, 1/2 cup pinto beans, 1/2 cup navy beans, 1/2 cup great northern beans, 1/2 cup cannellini beans, 1/2 cup adzuki beans, 1/2 cup mung beans, 1/2 cup soybeans

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- Split 3 pounds ... platter, pour hot **Scampi sauce** on each and ... helps preserve this **sauce** indefinitely in the refrigerator
- [SCAMPI IN BUTTER SAUCE](#)
- Melt butter with ... remaining ingredients keeping **scampi** aside until last ... butter over **scampi**. Refrigerate the rest for later use.
- [SHRIMP SCAMPI SAUCE](#)
- Brown finely chopped ... outer shell of **scampi** to expose meat ... from broiler, spoon **sauce** over **scampi**. Place ... of water in pan.
- [SHRIMP SCAMPI SAUCE](#)
- Saute garlic in ... add to the **sauce**, stirring until ... allow to boil. Serve over hot buttered pasta or rice, sprinkle with parsley.
- [SHRIMP SCAMPI](#)
- Pat shrimp dry with paper towels; set aside. Melt butter in a wide frying pan over medium heat. Stir in green onion, oil, garlic, lemon juice, ...
- [JAN'S FLOUNDER SCAMPI](#)
- In a **sauce** pot or pan, ... flake easily. Serve with angel hair pasta and remaining tomato **sauce** (reheated) and warm garlic bread. Serves 2.
- [EASY SHRIMP SCAMPI](#)
- Melt butter in ... until shrimp begins to turn pink. Add hot **sauce** and reduce heat. Cover ... minutes. Serve cooked over white rice.
- [CHICKEN SCAMPI](#)
- Fry chicken cutlets ... oil. Drain off oil and add herb **sauce**, lemon juice, water, and butter. Serve with chopped parsley and lemon wedges.



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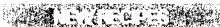
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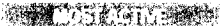
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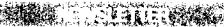
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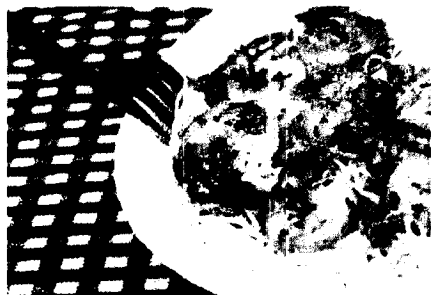
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## Perfect Shrimp Scampi Sauce



By: Amy Brantley

Understanding which ingredients to choose, as well as how to prepare them, will have you creating the perfect shrimp scampi sauce that will impress even the pickiest dinner partner. Many people consider shrimp scampi a romantic dish. Wouldn't it be nice to surprise your partner by preparing shrimp scampi at home? Not only will your partner be impressed, but the fact that you spent the time to make something special will drive them wild. Of course, you need to learn how to prepare shrimp scampi.

### Ingredients Needed to Make Shrimp Scampi

Shrimp scampi can be either a sinful, creamy dish or a low-fat delight. It all depends on which ingredients you choose. For classic shrimp scampi, you will need butter, garlic, white wine, kosher salt, lemon juice, parsley and **shrimp**. Sometimes shrimp scampi is adjusted and light cream and oil are used in place of the white wine and butter. If you choose to make a traditional shrimp scampi, remember to use a white wine that you would actually drink. Avoid cooking wines at all costs. Their taste will overwhelm the shrimp scampi.

### How to Prepare Shrimp Scampi Sauce

While shrimp scampi may sound extremely elegant, it's actually quite easy to prepare. The cooking begins by sautéing the garlic in butter. You will need to sauté the garlic for about a minute, or until the smell fills the room. Be careful not to let the garlic brown, or you will have to start over. Add the wine and salt. Allow the mixture to reduce for two minutes. Add the shrimp and allow it to cook until the shrimp is pink on both sides. Add lemon juice and parsley before serving.

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Cooking shrimp is easy and cleaning it is even easier than you might think. Start with the freshest shrimp you can buy and with a good paring knife and some basic knife skills, you'll be serving up your favorite shrimp recipes in no time.

### Shrimp Cocktail



You'll be sure to impress your guests when you serve shrimp cocktail that's homemade with fresh ingredients.

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shrimp is pink on both sides. Add lemon juice and parsley before serving.

**Serving Shrimp Scampi**

Shrimp scampi can be served with pasta or rice. You may even see the dish served alone. If this is the way you choose to serve your shrimp scampi, make sure to serve it with crusty bread so that the sauce doesn't go to waste.

For additional flavor, serve with parmesan cheese and lemon wedges. To make the presentation even more beautiful, arrange the lemon wedges in a decorative pattern. For additional color, sprinkle fresh parsley on top of the dish immediately before serving.

**Additional Tips**

If you don't like to cook with white wine, you can use broth in your shrimp scampi instead. While chicken broth is easily available, a broth prepared from the shrimp shells would be perfect for shrimp scampi.

If you're having a hard time deciding on whether to use butter or oil, you can use a combination of the two.

For additional flavor, add freshly ground black pepper and crushed red pepper flakes at the same time you add the white wine and salt.

Do not overcook the shrimp. When preparing shrimp scampi, it will take only two to four minutes for the shrimp to cook. You'll know it's ready when it begins to turn pink. If you allow it to overcook, the shrimp will be tough.

To keep shrimp scampi warm throughout the entire meal, do what the restaurants do. Right before serving, heat oven-proof dishes in the oven. The dishes will keep your shrimp scampi steaming and hot. If you want to prepare something truly special, make seafood scampi. Seafood scampi is prepared in the same way, but may have clam juice added for additional flavor.

Shrimp scampi is easy to make and can easily be altered to suit your taste buds or diet. Regardless of how you prepare shrimp scampi, you're bound to impress your partner.

**Shrimp Salad**



A shrimp salad is a delicious treat for a hot summer day. There are many easy shrimp salad recipes to choose from, whether you want a classic shrimp salad or a grilled shrimp salad. Try one of these simple recipes for shrimp salad to see which one suits your fancy.

**Easy Shrimp Recipes**

If you're new to cooking with shrimp, you'll be happy to discover there are several easy shrimp recipes available. There are many healthy shrimp recipes which involve sautéing a few spices with onions, garlic and olive oil, then sautéing the shrimp and serving it over pasta. White sauces are also quite popular with shrimp.

**Grilled Shrimp**

Grilled shrimp is a summer favorite. Whether you enjoy grilling shrimp, creating a delicious barbecue shrimp or preparing smoked shrimp, it's a quick and easy meal that's sure to please any crowd. If you follow a few simple directions, you are sure to create a meal your guests will savor.

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**To:** LuckyU Enterprises, Inc. ([gioshrimp@aol.com](mailto:gioshrimp@aol.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85219370 - GIOVANNI'S ORIGINAL HOT SAUCE - N/A  
**Sent:** 3/21/2011 4:11:45 PM  
**Sent As:** ECOM117@USPTO.GOV  
**Attachments:**

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/C. Skye Young/  
Trademark Examining Attorney  
Law Office 117  
Ph: (571) 272-9713  
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02	119	0	19	14	0:03	*{"gj"}{"iey"}{v}v{v}n*[bi,ti] and live[ld]

Session started 3/20/2011 9:57:19 PM  
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Total search duration 0 minutes 4 seconds  
Session duration 2 minutes 12 seconds  
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LuckyU 002053

Trademark/Service Mark Application, Principal Register

Serial Number: 85219370  
Filing Date: 01/17/2011

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85219370
MARK INFORMATION	
*MARK	<u>Giovanni's Original Hot Sauce</u>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	Giovanni's Original Hot Sauce
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	LuckyU Enterprises, Inc.
DBA/AKA/TA/Formerly	DBA Giovanni's Original White Shrimp Truck
*STREET	57-120 Lalo Kuilima Way #12
*CITY	Kahuku
*STATE (Required for U.S. applicants)	Hawaii
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	96731
PHONE	808-630-9116
FAX	808-638-0110
EMAIL ADDRESS	gioshrimp@aol.com

LuckyU 002054

<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation
<b>STATE/COUNTRY OF INCORPORATION</b>	Hawaii
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	030
<b>*IDENTIFICATION</b>	Flavourings for foods
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/30/2001
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/30/2001
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<u>spec-7223480161-183729102 . GiovanniHotSauce.pdf</u>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<u>\\TICRS\EXPORT11\IMAGEOUT11\852\193\85219370\xml1\APP0003.JPG</u>
<b>SPECIMEN DESCRIPTION</b>	Bottle label
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	LuckyU Enterprises, Inc.
<b>FIRM NAME</b>	LuckyU Enterprises, Inc.
<b>STREET</b>	57-120 Lalo Kuilima Way #12
<b>CITY</b>	Kahuku
<b>STATE</b>	Hawaii
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	96731
<b>PHONE</b>	808-630-9116
<b>FAX</b>	808-638-0110
<b>EMAIL ADDRESS</b>	gioshrimp@aol.com
<b>AUTHORIZED TO COMMUNICATE VIA</b>	Yes

**LuckyU 002055**

EMAIL

**FEE INFORMATION**

**NUMBER OF  
CLASSES**

1

**FEE PER CLASS**

325

**\*TOTAL FEE DUE**

325

**\*TOTAL FEE PAID**

325

**SIGNATURE INFORMATION**

**SIGNATURE**

/Troy Nitsche/

**SIGNATORY'S NAME**

Troy Nitsche

**SIGNATORY'S  
POSITION**

President

**DATE SIGNED**

01/17/2011

**LuckyU 002056**

## Trademark/Service Mark Application, Principal Register

**Serial Number: 85219370**

**Filing Date: 01/17/2011**

### To the Commissioner for Trademarks:

**MARK:** Giovanni's Original Hot Sauce (Standard Characters, see mark)

The literal element of the mark consists of Giovanni's Original Hot Sauce.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, LuckyU Enterprises, Inc., DBA Giovanni's Original White Shrimp Truck, a corporation of Hawaii, having an address of

57-120 Lalo Kuilima Way #12

Kahuku, Hawaii 96731

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

**For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 030: Flavourings for foods

In International Class 030, the mark was first used at least as early as 03/30/2001, and first used in commerce at least as early as 03/30/2001, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Bottle label.

### Original PDF file:

[spec-7223480161-183729102 . GiovanniHotSauce.pdf](#)

**Converted PDF file(s)** (1 page)

[Specimen File1](#)

The applicant's current Correspondence Information:

LuckyU Enterprises, Inc.

LuckyU Enterprises, Inc.

57-120 Lalo Kuilima Way #12

Kahuku, Hawaii 96731

808-630-9116(phone)

808-638-0110(fax)

gioshrimp@aol.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1

**LuckyU 002057**

class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Troy Nitsche/ Date Signed: 01/17/2011

Signatory's Name: Troy Nitsche

Signatory's Position: President

RAM Sale Number: 12289

RAM Accounting Date: 01/18/2011

Serial Number: 85219370

Internet Transmission Date: Mon Jan 17 18:56:14 EST 2011

TEAS Stamp: USPTO/BAS-72.234.80.161-2011011718561441

6057-85219370-470be954b657293a01a3ea9b81

f90ab52f5-CC-12289-20110117183729102681

**LuckyU 002058**



# Giovanni's Original Hot Sauce

**LuckyU 002059**

Giovanni's Original Hot Sauce

**LuckyU 002060**

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